

PRESS KIT
JUNEAU
ALASKA

WHAT'S
NEW

- Heritage Square-
- Takhu the Whale-
- Food Bloggers-
- Right On Tap-

SETTING
THE STAGE

Perseverance Theater is finding new ways to play in Juneau.

SPOTLIGHT:
INDEPENDENCE

Find confidence and tranquility while exploring the landscape of Juneau and be free of the crowds.

SPOTLIGHT:
LUXURIATE

Discover high-end travel adventures hidden in the mountains of Alaska's rugged wilderness.

COOKING UP
INNOVATION

With award winning chefs and curried kelp, Juneau is sizzling with creativity.

FAST
FACTS

All of the quick nuggets of information to get to know Juneau, Alaska

WHAT'S NEW FOR JUNEAU IN 2019

NEW POSTS ARE SYMBOLS OF THE PAST AND REPRESENT THE FUTURE

Sealaska Heritage Institute has three new, bronze house posts located outside its headquarters in the Walter Soboleff Building. They are sure to draw visitors who will stop and spend time viewing the intricate Northwest Coast designs. The work of three emerging Tlingit, Haida and Tsimshian artists, the posts emphasize the resilience and continued vitality of Southeast Alaska Native cultures. The artists carved their posts in cedar in their home communities before they were shipped to Seattle to be cast in bronze.

The posts will serve as landmarks for a new art section of the city. The City and Borough of Juneau passed a resolution late in 2018 that renames the intersection in front of Sealaska headquarters, on the corner of Front and Seward Streets, Heritage Square. The resolution notes that Sealaska is working to make Juneau the Northwest Coast art capital of the world. The square will be a place where visitors can learn about the many different cultures and civic contributions to the art community by the people of Juneau and the surrounding areas.

Visitors to the capital city will also be able to see a new exhibit in 2019 that celebrates well-known Tlingit carver Nathan Jackson. That exhibit is planned to open in April and will include pieces of his artwork in a variety of mediums including carvings, jewelry and prints.

OVERSTREET PARK MAKES A SPLASH IN JUNEAU

A new park in the Juneau area made a big splash with visitors and locals alike in 2018 and will only continue to grow in popularity in 2019. Mayor Bill Overstreet Park is located at the ends of West Eighth and West Ninth streets and also connects to the Juneau Seawalk. One of the main draws of the park is the life-size bronze statue of a whale breaching above an infinity pond. The park also features benches for a lunchtime break, walking trails and educational signage. The park is named for the late Juneau Mayor Bill Overstreet who is credited with the idea of placing the full-scale whale statue on Juneau's waterfront.

JUNEAU GOES TO THE BLOGGERS

Juneau's quickly emerging food scene has caught the attention of food bloggers worldwide – so much so that Alaska's capital city will host the 2019 International Food Bloggers Conference June 20-23, 2019. This conference will showcase the city's award-winning chefs, food tours and delectable restaurants. Can't make it for the conference? No worries, visitors can craft their own culinary itinerary. Visit The Narrows for a craft cocktail, sit down to watch the seaplanes and sample seafood at Hangar on the Wharf or let expert food guide Midgi Moore take you on one of her Juneau Food Tours.

WHAT'S ON TAP AT JUNEAU'S NEWEST BREWERY?

Juneau welcomed a new brewery to downtown in 2018. Devil's Club Brewing may be small in its batches of beer, but it is not meek. The brewery takes its name from the notorious weed found in Alaska that can be a hiker's worst nightmare, but it's also that adventurous and bold spirit that helps make the beers at Devil's Club Brewing unique. The brewery has four year-round beers that draw their inspiration from the region as well as an ever-changing selection of rotating taps and alcohol-free sodas that use local ingredients like blueberries. Devil's Club is also Juneau's only brewery that offers a food menu. Head over to the taproom on Franklin Street for their craft concoctions, and don't forget to add on a signature grilled cheese sandwich.

SETTING THE STAGE FOR VISITORS AT PERSEVERANCE THEATER

Families traveling with multiple generations in their group will surely want to experience Perseverance Theater, a mainstay of the city that is going through a bit of a rebirth as it marks its 40th anniversary in 2019. The theater is the only professional theater company in Alaska that pays its actors so they can make a living and work on their craft. Visitors can get a taste of Alaska culture thanks to productions that range from new play commissions from Alaska Native playwrights to more mainstream plays like "Our Town" and "Guys and Dolls."

That rebirth also includes more outreach and youth programming. For the first time, the theater will offer a day camp where kids put on a play in just a day. Similar to the STAR summer camp that is popular with local children from ages 8-14, the Perseverance Theater day camp will be tailored to kids who might only be in town for a short time. During the day, kids play theater games and learn more about the stage life in Juneau before taking the spotlight at the end of the day in front of their parents and peers.

An Alaska institution, Juneau's Perseverance Theater is ready to welcome even more audience members to show off the craft its cast members have been perfecting over four decades.

"To have a professional theater company and have it survive for 40 years is something we are very proud of and want to celebrate," says Julie York Coppens, the director of outreach and engagement.

INDEPENDENT EXPLORATION

I-N-D-E-P-E-N-D-E-N-T and confident; How to explore Juneau on your own.

In 2019, independent travelers to Juneau will not be alone because they have the mountains, waters, and culture of the city to keep them company on their adventures. This travel trend is growing worldwide, and Alaska's capital city has a lot of qualities that make it a top destination for visitors not attached to a cruise or a guided motorcoach tour.

ON THE ROAD AGAIN

Independent travelers can go their own way by taking advantage of the freedom that only comes from taking the road less traveled. Drive Me Wild Alaska is a newer company in Juneau. They offer custom adventure van rentals that can be tailored for each trip. Drive Me Wild Alaska also has add-ons like tents, coolers, kayaks, and firewood available to make sure drivers are prepared for their adventures.

GET WILD, STAY SMART

There's no shortage of wildlife in Juneau so take a minute to look around and see eagles, whales, black bears and more. But remember to keep your distance, and freshen up on wildlife safety before you venture outdoors. The experts at Nugget Alaskan Outfitter offer helpful tips and supplies to make sure nothing is left to chance.

HIT THE TRAILS

Alaska's capital boasts 250 miles of easily accessible trails, more than miles of paved roads. Many of the trails can be accessed right from downtown. With so many miles of trail to choose from, there's sure to be something to fit the needs of every hiker and walker regardless of skill level. Don't miss Point Bridgit, Herbert Glacier (get the bike rental) and Mount Jumbo. From downtown strolls to glacier-view hikes, learn more about the extensive trail system that Juneau has to offer for the solo traveler who craves adventure. Plus, it's always a good idea to take along a local guide who can narrate the trip and teach guests about local flora and fauna.

GET ON THE WATER

It's hard to visit Juneau and not get out on the water. Rent a stand-up paddleboard or kayak from Alaska Boat and Kayak Rental Shop, and they will even provide transportation to some of the best paddling locations around. Plus, the shop also offers lessons and private tours. There's no experience that compares to being on the waters of Juneau with the opportunity to see marine wildlife, gaze at the lush rainforest or watch the seaplanes take off from the calm and clear harbor waters.



TREAT YOURSELF TO LUXURY

Visitors may not expect to find high-end travel accommodations hidden in the mountains of Alaska's rugged wilderness, but Juneau has plenty to offer extravagant adventurous travelers.

ENCHANTED LUXURY

The historic Jorgenson House puts luxury on the map in the heart of downtown Juneau. The bed and breakfast has four suites and one newly constructed penthouse, located next to the house in the gardens, available for its guests. To bring additional extravagance, guests may choose to add a wellness package to their stay, which includes an on-site massage followed by lunch and yoga in the gardens. Additionally, guests may choose to add on a private cooking class by a local chef in the Jorgenson House's kitchen where they will be taught how to prepare fresh-caught wild halibut, salmon or scallops.

GOING OFF ROAD

Unplugged Adventures lets its guests take the wheel - literally. The tour company offers up 4x4 Jeep Wranglers outfitted with digital navigation that will help lead visitors to the off-the-beaten path experience they seek. Every self-guided Jeep tour is all-inclusive, so load up the family and hit the open road. Suggested routes include viewing Mendenhall Glacier, stopping by Glacier Gardens, gold panning at Gold Creek and more.

A "WHALE-Y" GOOD TIME

A trip to Juneau would not be complete without an adventure on the open water. Alaska Luxury Adventures is the only whale watching yacht in southeast Alaska! They pick you up from your doorstep and offer their guests the ultimate in comfort, style, and privacy with all-inclusive tours on a Mercedes Sprinter.

Alaska Sea to Shore specializes in small-group cruises (up to six people per cruise), giving visitors an intimate experience in Auke Bay. The whale watching adventure circles nearby islands, explores secluded coves, and tops off the island tour with a beach landing.

PAIR YOUR ADVENTURE WITH SPA TIME

Located in the lush rainforest surrounding Juneau is Pearson's Pond Luxury Inn and Adventure Spa. As Alaska's only AAA Four Diamond Award-winning hotel, the inn prides itself on providing guests with true Alaska luxury accommodations. The onsite spa offers traditional services as well as Pearson's signature outdoor hot tub soak next to the glacial kettle pond after which the inn is named.



Barnacle

LOCAL, LAVISH AND

Juneau is cooking up innovation on the food scene, and people are starting to pay attention. As host of the 2019 International Food Bloggers Conference, the city will show off a little of everything, from fine dining to ingredients fresh from the sea and craft beer to cocktails.

AWARD-WINNING CHEFS

The capital city could also be considered the cooking capital of Alaska. Juneau is home to two award-winning chefs, Chef Lionel Uddipa of SALT and Chef Beau Schooler of In Bocca Al Lupo. Both have won the Great American Seafood Cook-Off, Uddipa in 2017 and Schooler in 2015. Each chef puts their own unique spin on the culinary scene in the city, with a focus on what's local and seasonal.

Chef Lionel Uddipa is the head chef at SALT, a popular restaurant that serves fresh Alaska seafood and local produce. As head of the kitchen, he is always bringing new, unique ideas to the table to serve his guests the best of Alaska's cuisine. Chef Uddipa does his very best to prepare Alaska ingredients in the purest form and is proud to "let the beauty of the product showcase itself."

For something a little more rustic, get schooled on Italian cooking with some Alaska flare from Chef Beau Schooler at In Bocca Al Lupo. The menu features expertly crafted pasta, pizzas, house-cured meats, and scrumptious cheeses. Meals stay true to the roots of Italian cooking with some added Alaska ingredients like fresh seafood and locally sourced vegetables.

DIRECTLY FROM THE SEA

Juneau is also known for its strong ties to the fishing industry, and it's no surprise that many local producers use ingredients found right from nature.

Deckhand Dave's, a downtown food truck, is the labor of love from a man who spent years cooking for his crew on a commercial fishing boat. Owner Dave McCasland turned his days cooking on the boat into a passion project that has now become a tasty treat featuring the freshest fish available.

Lia Heifetz and Matt Kern founded the food company Barnacle in 2016. These talented teammates harvest Alaska kelp to make salsa, pickles, and seasonings. Growing up in Southeast Alaska, they say it is important to create local food products to contribute to their coastal community and share the tastes and stories of Alaska.

Crab fans rejoice! Tracy's King Crab Shack has a second location to visit! It opened along the waterfront in Juneau near the Coast Guard station and features a vast array of seafood including king crab, shrimp, scallops and more.



Tracy's King Crab Shack



Alaskan Brewing

A LOT OF SEAFOOD

A BREWERY IN EVERY JUNEAU 'HOOD

Alaska's capital has been the home of Alaskan Brewing Co. for more than three decades, and the brewing icon of Alaska maintains its hold by coming up with new creations. Its rotating tap Spruce IPA won a gold medal at the World Beer Cup in 2018 for its unique flavors that pair Sitka spruce tips with just the right hops for its fresh and tart berry finish.

But Juneau is also welcoming some new brewers to the block, giving the city one brewery for every neighborhood. Alaskan Brewing Co. resides in the Lemon Creek area of the city. Devil's Club Brewing opened its location downtown in 2018. In 2019, the city is set to welcome its third brewery, Forbidden Peak Brewery, to the Auke Bay area. The brewery will take over the former University of Alaska Southeast bookstore. Forbidden Peak Brewery says it will take some of its identity from the region with ties to the harbor, whale watching and more.

COFFEE, ICE CREAM AND CRAFT COCKTAILS

Start the day with a java jolt at Heritage Coffee Roasting Company. The locally-owned business was established back in 1974 and has been expanding and brewing ever since. There are seven retail shops around Juneau serving fresh, locally roasted coffees.

After a morning pick-me-up, feed that sweet tooth with some ice cream. Coppa is known for extracting local flavors to create a dynamic take on ice cream and sodas. Employees are often out foraging for the brightly colored Sitka spruce tips that lend a fresh, zesty flavor into more traditional ice cream flavors.

Then end the day with a nightcap from Amalga Distillery, specializing in gin, vodka, and whiskey featuring all local ingredients. The distillery also recently began selling a special gin and tonic in a can. The small-batch distillery prides itself on using local Juneau ingredients, found in such spirits as Juneauper gin, rhubarb vodka, blueberry vodka or bull kelp vodka.



Twisted Fish



JUNEAU FAST FACTS

Juneau was founded in 1881 after the discovery of gold by Joe Juneau and Richard Harris.

From the discovery of gold through World War II, Juneau's gold mines were some of the largest in the world. The Alaska-Juneau mine ended operations in 1944 after producing more than \$80 million in gold (more than \$4 billion at today's prices).

In 1906, the territorial government was moved from Sitka to Juneau, establishing Juneau as Alaska's territorial capital and later, in 1959, as the state capital.

The city and borough of Juneau span 3,255 square miles, the largest land area of any state capital and the second-largest land area of any U.S. city. Yet with a population of around 32,000, Juneau is the smallest population of any capital city.

With no road leading in or out of the city, Alaska's capital is only accessible by air or water.

A multitude of authentic Alaska experiences can be found within 15 minutes of the heart of downtown Juneau. The longest stretch of road is 45 miles.

A mild maritime climate keeps temperatures cool in the summer and moderate in the winter. Summer temps usually linger in the 60s and 70s Fahrenheit and winter temperatures hang in the 20s and 30s Fahrenheit.

Juneau is home to:

- A city-owned ski area
- One city museum
- One state museum
- An arboretum
- A professional theatre company
- A Symphony
- A lyric opera
- Two dance companies
- Two world-class annual music festivals: Alaska Folk Festival and Juneau Jazz and Classics

Located in the vast Tongass National Forest, Juneau's verdant green trees, dramatic glaciers, and sparkling blue waters provide a spectacular setting for adventure, including:

- Whale watching and wildlife viewing
- Salmon and halibut sportfishing
- Gold panning and mine tours
- Accessible glaciers for flightseeing and trekking
- Over 250 miles of hiking trails (Juneau has more miles of trails than miles of road)
- Biking, kayaking, and ziplining

Most summer visitors arrive via cruise ship, with the rest arriving via Alaska Airlines, Delta Airlines or Alaska Marine Highway ferries.



THERE IS SOMETHING
GREAT IN EXPLORING
THE EXTRAORDINARY.

Liz Perry, Travel Juneau CEO





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