

Juneau Tourism Memo

Dear Members of the Juneau Tourism Council,

We are writing to provide predictions for future trends of tourism in Juneau, the potential effects of various measures, and recommendations to ensure a sustainable and thriving tourism industry. Below, We summarize our findings and advice based on our modeling conducted.

Predictions for Tourism in Juneau

- If no additional measures are taken, glacier melting will accelerate and within 20 years the glacier area will be reduced to below 50% of what it is now, followed by a decline in tourist arrivals after reaching peak levels, leading to a drop in tourism revenues and resident satisfaction will also decline.
- If the number of tourists is controlled, while at the same time adjusting taxes on tourism and investing additional revenues in sustainable tourism, resident satisfaction could remain at a high level and the rate of glacier melt would also slow down.

Effects of Potential Measures

- **Implementing daily or seasonal visitor limits**

This measure can significantly reduce congestion and environmental degradation. At the same time, fewer tourists can lead to higher resident satisfaction and lower infrastructure maintenance costs

- **Appropriately raise taxes**

Raising cruise passenger fees or implementing a sustainability fee can generate additional revenue for conservation and infrastructure. However, the adjustment of taxes and fees may lead to price increases in tourism programs, which in turn may lead to a decrease in the number of tourists. Careful consideration therefore needs to be given to how taxes are adjusted.

Advice for optimizing outcomes

- **Collaboration with experts on glacier preservation programs**

Increase the efficiency of glacier protection and improve the effectiveness of protection with the same amount of inputs.

- **Implement a Dynamic Pricing Model**

Encourage off-peak tourism by varying fees based on the season or time of day. This measure could help distribute tourist flow more evenly throughout the year.

- **Monitor and Adapt**

Regularly assess the effectiveness of implemented measures using data on visitor numbers, environmental health, and resident satisfaction. Adaptive management will allow Juneau to refine its strategies over time.



We are confident that with careful planning and collaboration , Juneau can protect its natural and cultural resources while maintaining its position as a premier tourist destination.

