



# 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



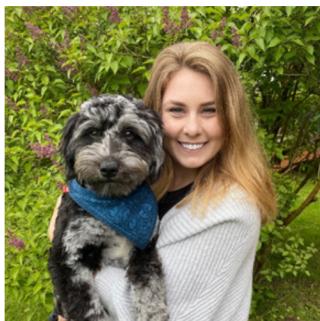
**KRISTI SWITZER**  
JOINED JULY 2023  
DESTINATION MARKETING  
MANAGER



**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



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

# 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**

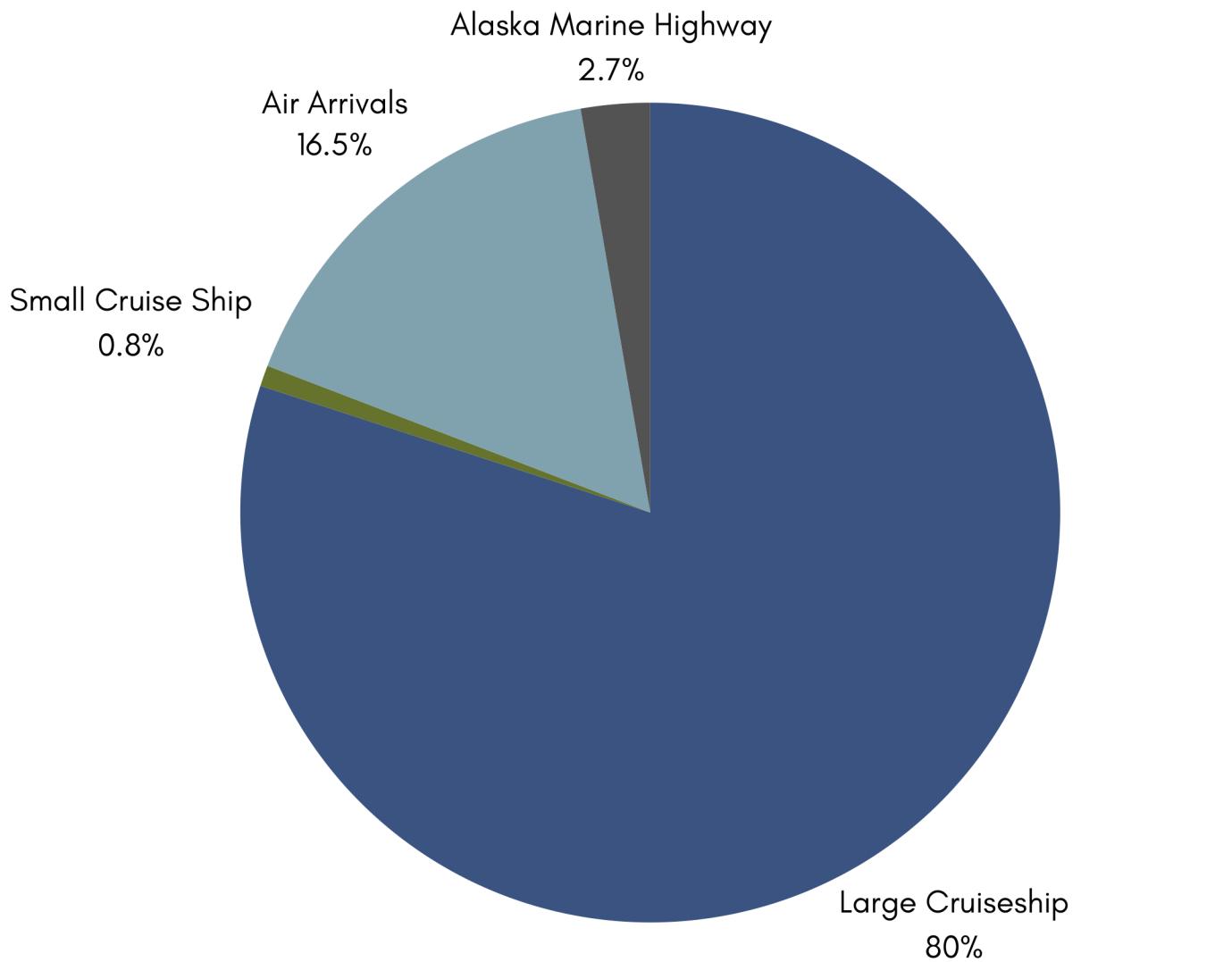
2023 SEASON ARRIVALS 2,066,142

LARGE CRUISESHIP 1,653,000

SMALL CRUISESHIP 17,000

AIR ARRIVALS 339,947

ALASKA MARINE HIGHWAY 56,195





# CONVENTION SALES

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

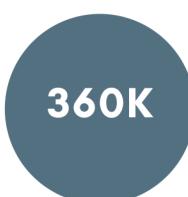
	FY23	FUTURE MEETINGS
<b>ROOM NIGHTS</b>	12,281	19,760
<b>EEI (ESTIMATED ECONOMIC IMPACT)</b>	\$9.4M	\$9.8M

# DESTINATION MARKETING

## TRAVELJUNEAU.COM STATS



PAGEVIEWS



SESSIONS



AVG SESSION DURATION

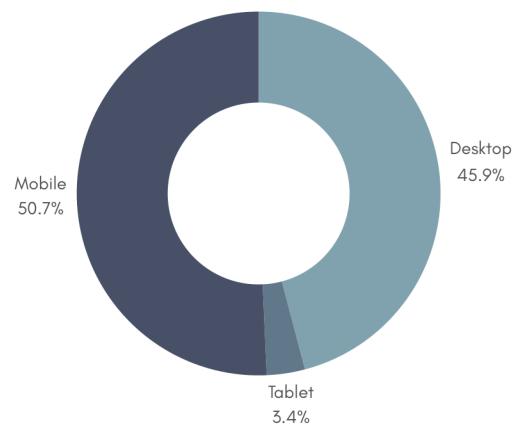


PAGES/SESSION

## TOP 5 LANDING PAGES

1. traveljuneau.com
2. traveljuneau.com/events
3. traveljuneau.com/things-to-do/glacier-sightseeing/mendenhall-glacier/
4. traveljuneau.com/alaskanbeer
5. 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

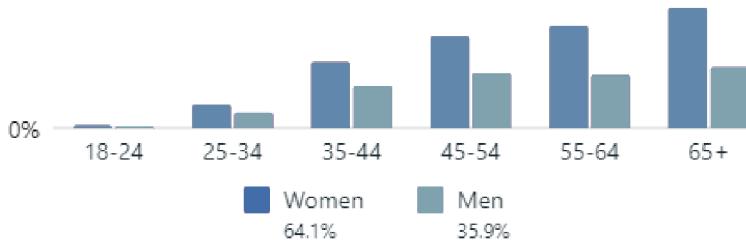
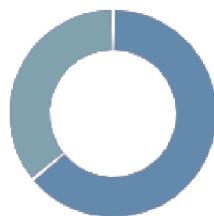
1. WASHINGTON
2. ALASKA
3. CALIFORNIA
4. ILLINOIS
5. NEW YORK

### AGE DEMOGRAPHICS

## Facebook

Followers

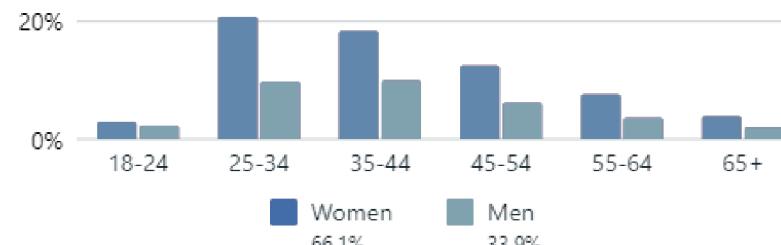
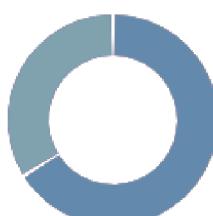
**50,686**



## 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

**VICE-CHAIR**

Dan Blanchard  
UnCruise Adventures

**TREASURER**

Tom Sullivan  
First National Bank Alaska

**SECRETARY**

Kirby Day  
Holland America Group

**MEMBERS**

Andy Kline  
Alaska Seaplanes

Will Race  
Cedar Group

Serene Hutchinson  
Juneau Tours & Whale Watch

Kristen Strom  
Eaglecrest Ski Area

Skye Stekoll  
Forbidden Peak Brewery

**CBJ STAFF LIAISON**

Alexandra (Alix) Pierce  
Tourism Manager

**CBJ ASSEMBLY LIAISON**

Greg Smith  
CBJ Assembly

# 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

