

VISITOR INDUSTRY TASK FORCE
THE CITY AND BOROUGH OF JUNEAU, ALASKA

November 5, 2019 12:05 PM
City Hall, Assembly Chambers

I. CALL TO ORDER/ROLL CALL

II. APPROVAL OF AGENDA

III. APPROVAL OF MINUTES

- a. 2019-10-22 Visitor Industry Task Force Minutes

IV. AGENDA TOPICS

a. Brief Discussion on Public Comment

- i. The public is welcome to comment at any time. Any public comment received will be placed in the packet for the following meeting. At one or more points in the process, the public will be invited to comment specifically and generally on any work draft or final products by the VITF. All public comment will be collected and submitted to the Assembly with the final work product.

b. Juneau in the Region, where do we fit? What do we know about the future?

- i. Verbal Presentation by City Manager Rorie Watt with updated slides from those given to the Assembly in September along with slides from John Brinkley that were presented to Southeast Conference

c. Brief Explanation of the complexities of ship berth scheduling CLAA Schedule
<http://claalaska.com>

d. Visitor Industry Task Force Discussion

e. Next Meeting – Potential reschedule from 11/19 to 11/26

V. ADJOURNMENT

Future Meeting Topics:

- A. Historical review of past tourism planning efforts.
- B. Current Tourism Management Approaches.
- C. Review the Long Range Waterfront Plan in detail, what has been accomplished, what hasn't.
How have issues changed?
How have issues stayed the same?
Discuss pros and cons of updating.
Tourism Restriction Discussion
- D. Options for Seeking Public Opinion
- E. Recommendations development

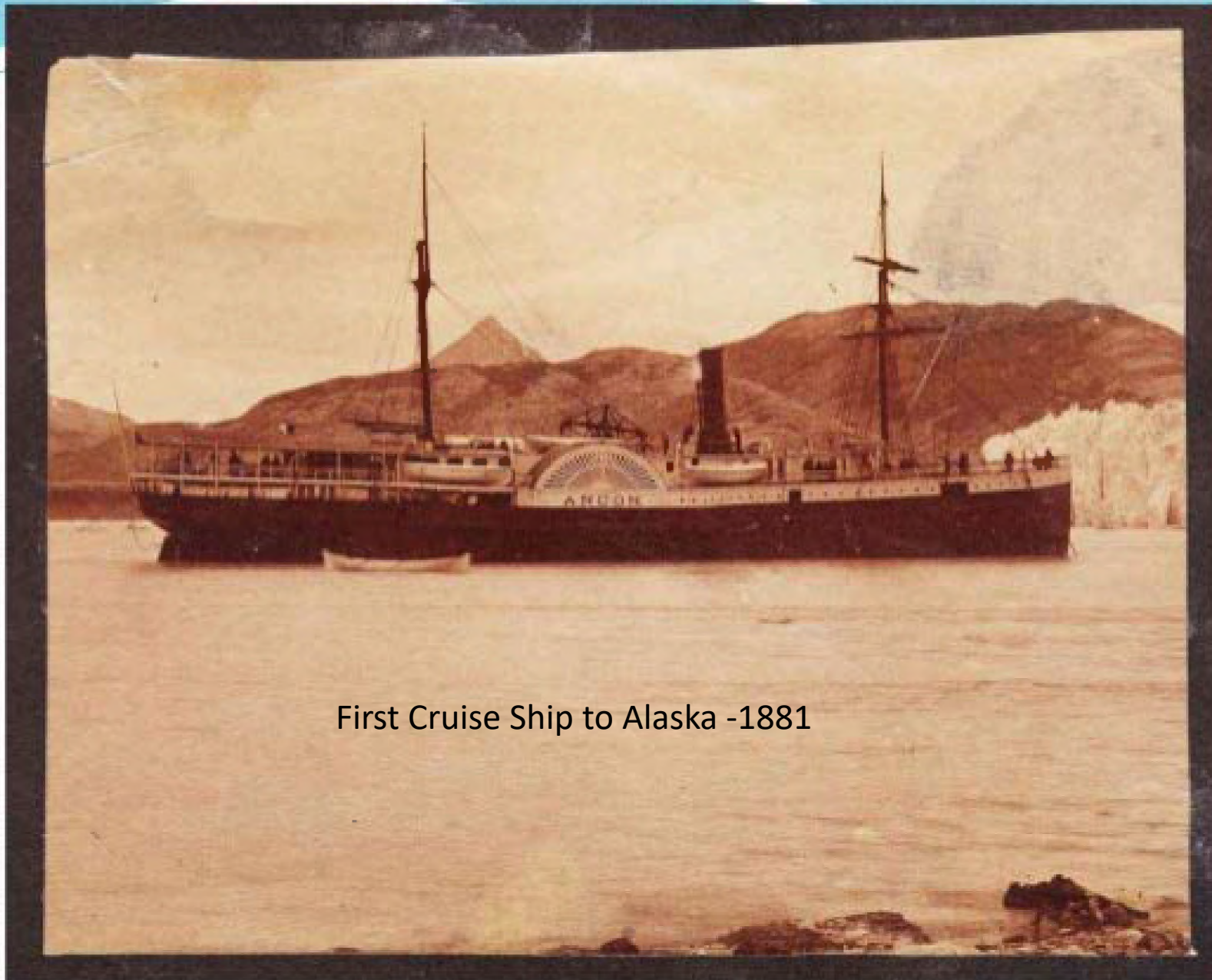
Note: Agenda packets are available to review online at <https://juneau.org>

ADA accommodations available upon request: Please contact the City Clerk's office 72 hours prior to any meeting so arrangements can be made to have a sign language interpreter present or an audiotape of the Assembly's agenda made available. The Clerk's office telephone number is 586-5278, TDD 586-5351, email: city.clerk@juneau.org.

VISITOR INDUSTRY TASK FORCE



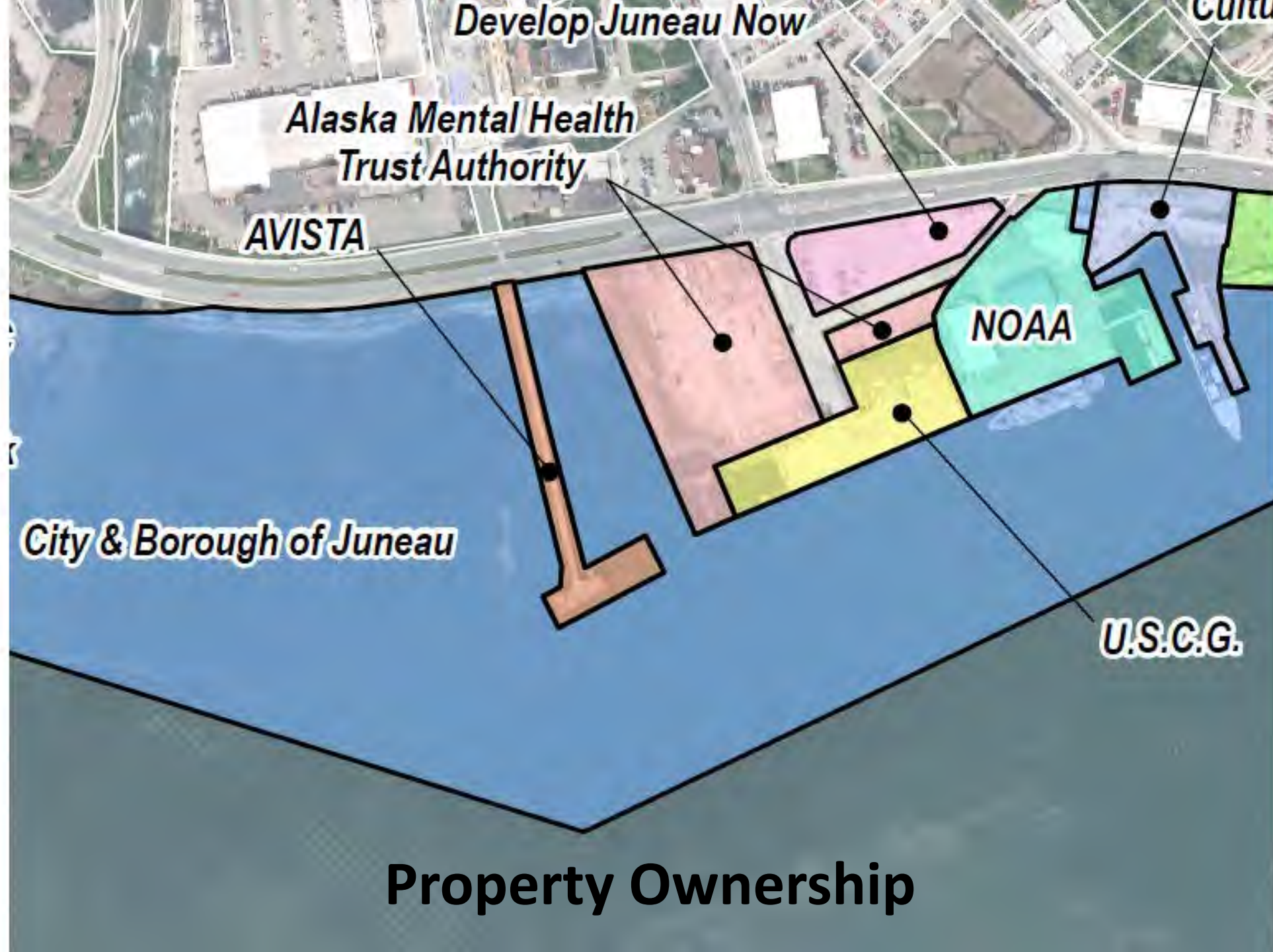




First Cruise Ship to Alaska -1881

The Paddlewheel Steamer Ancon in Glacier Bay



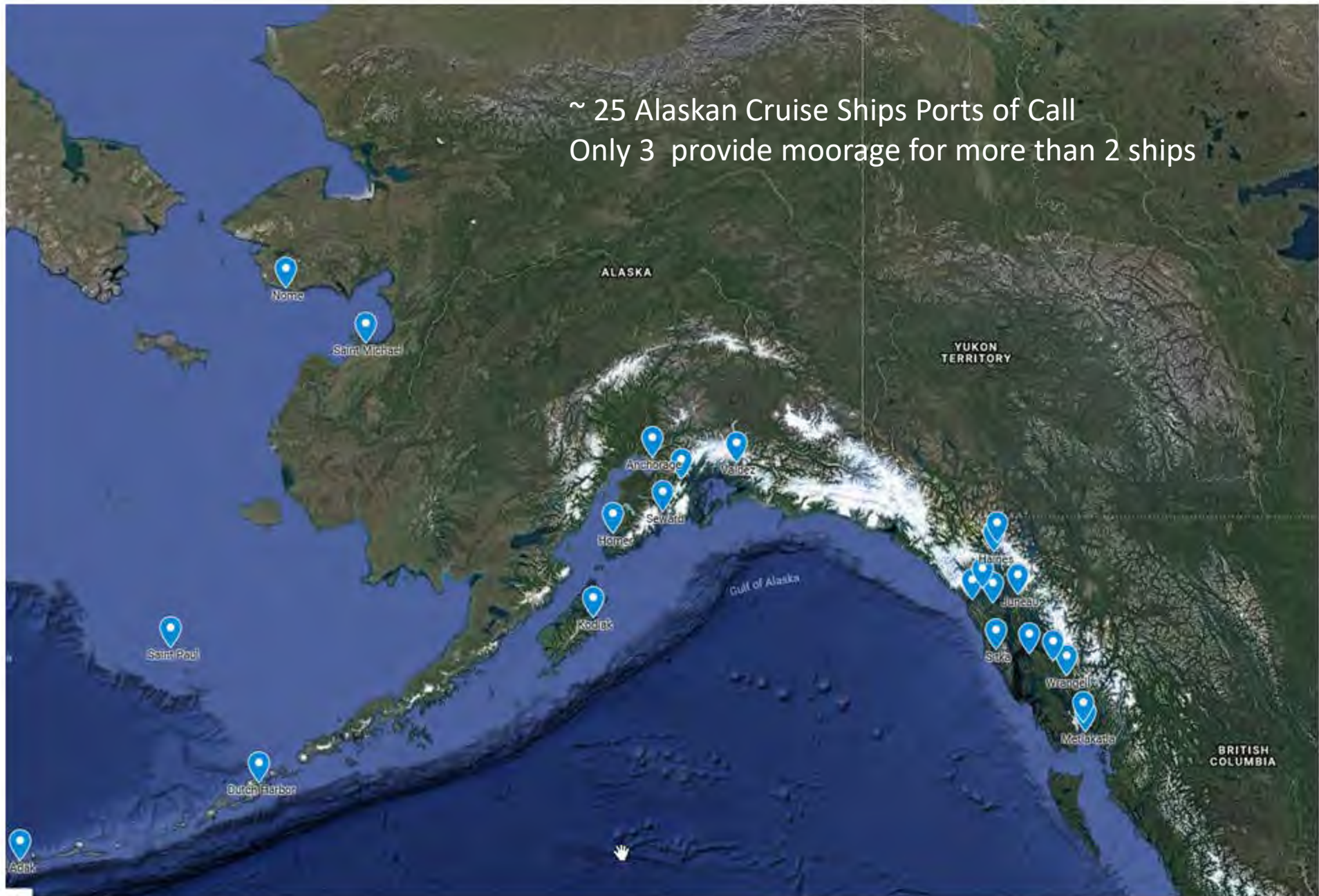




Source: Esri

MARK NOWLIN / THE SEATTLE TIMES

~ 25 Alaskan Cruise Ships Ports of Call
Only 3 provide moorage for more than 2 ships



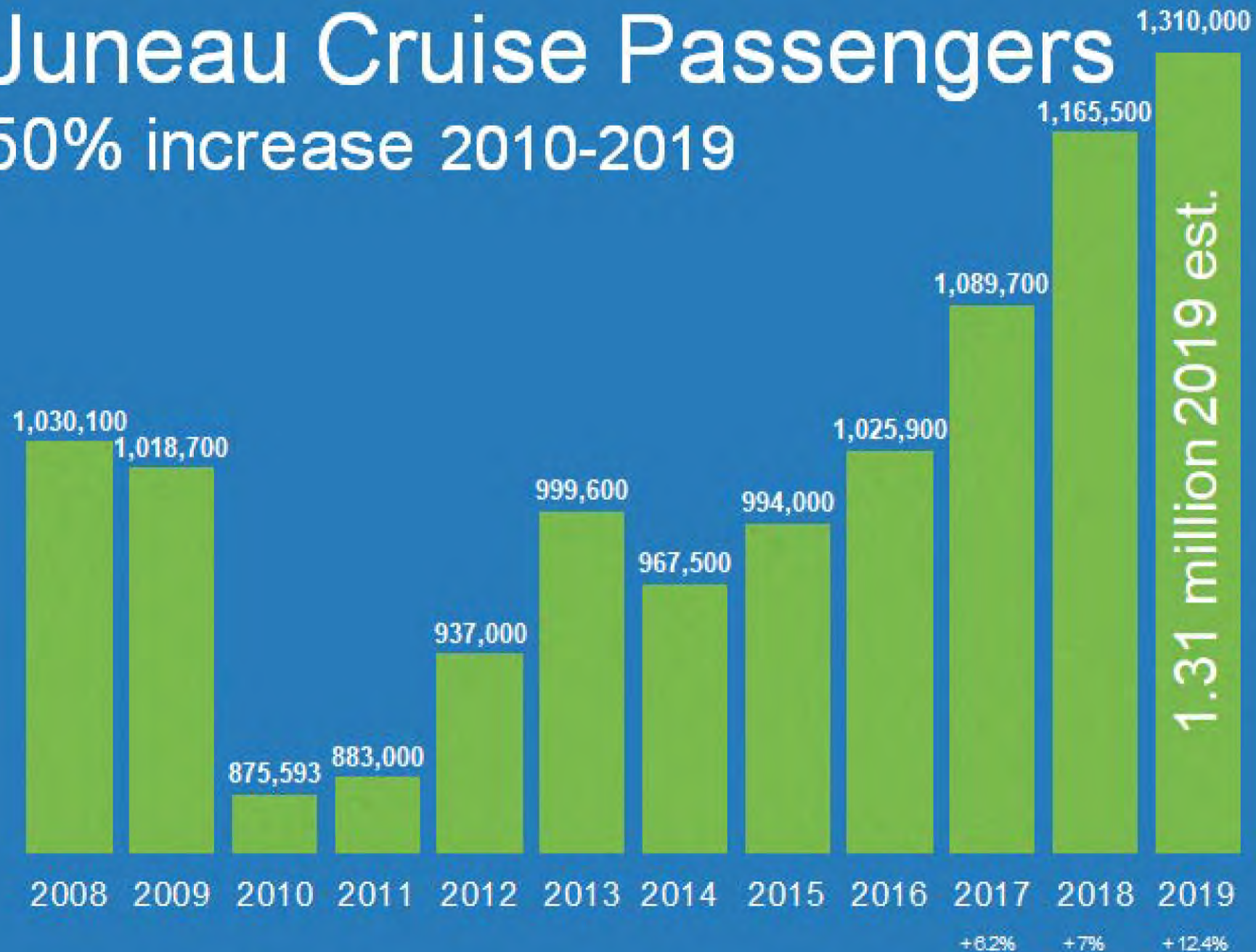
Juneau Alaska Cruise Passengers 1970 to 2019

57X

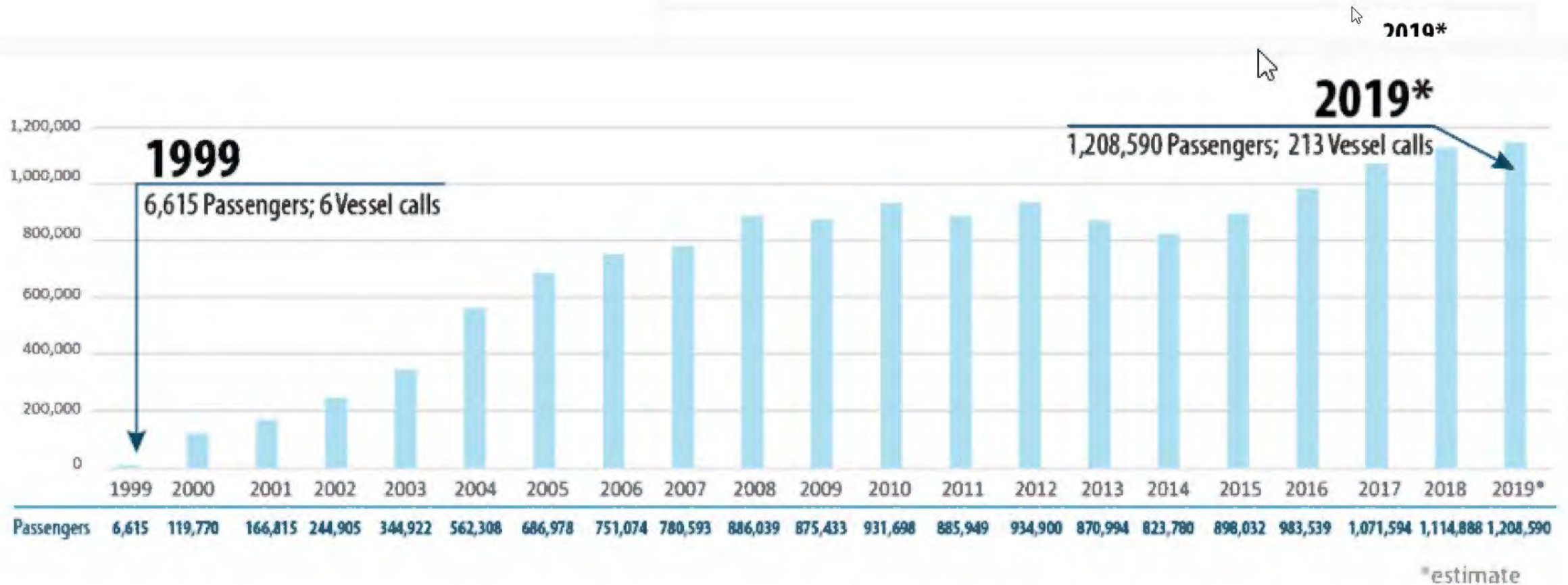


Juneau Cruise Passengers

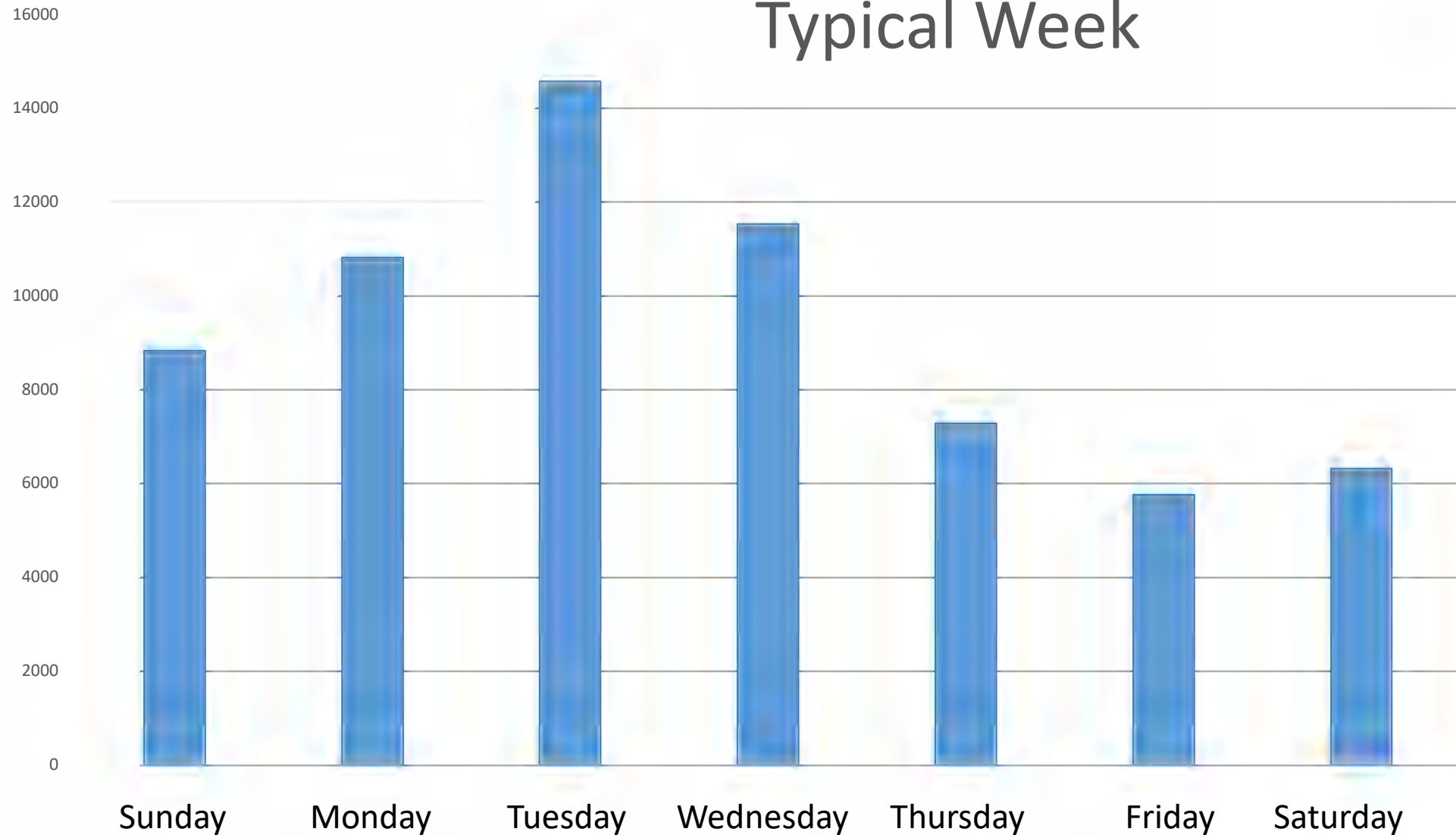
50% increase 2010-2019



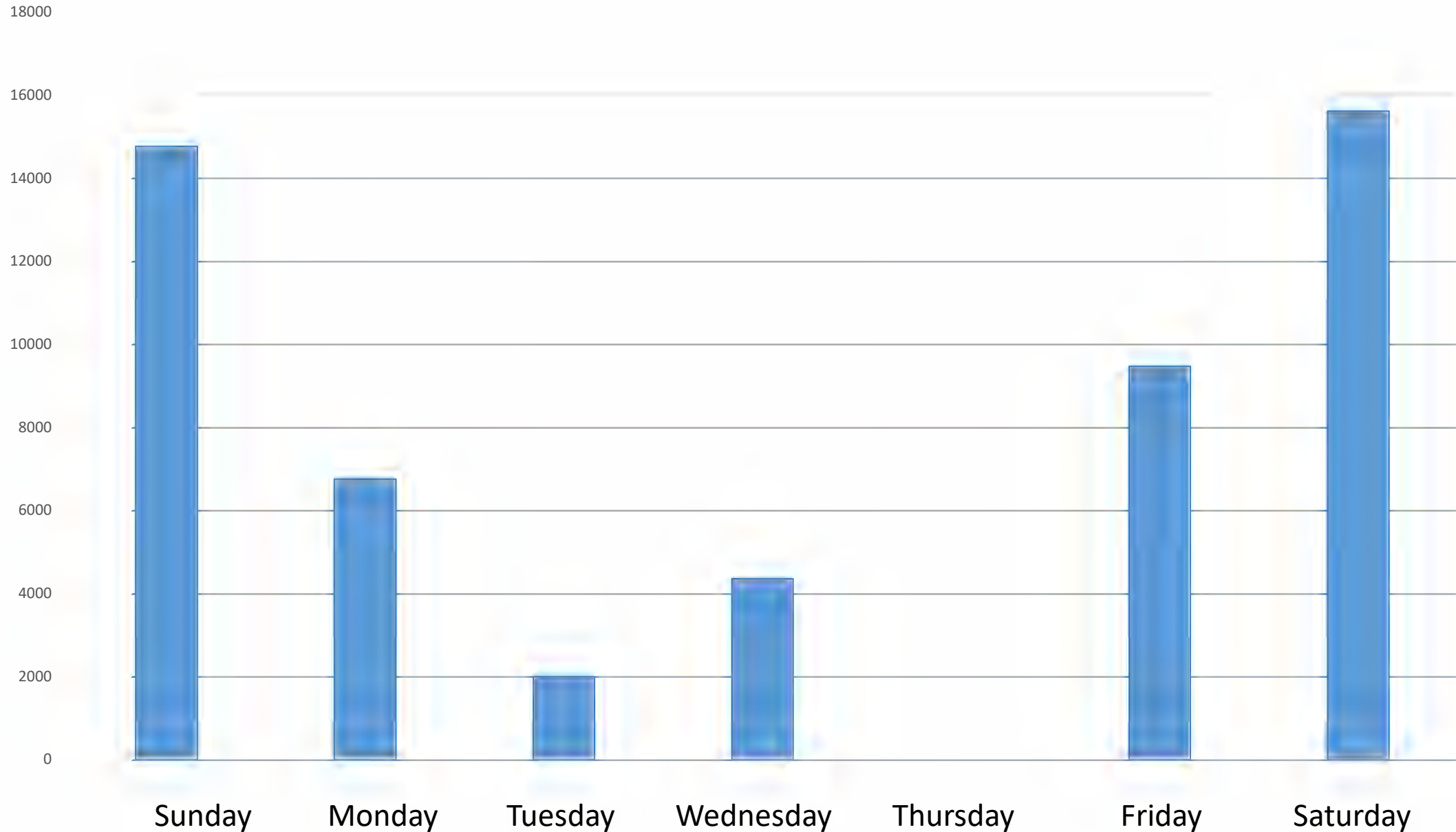
Port of Seattle Cruise Ship Passenger Growth



Juneau Cruise Passenger Visitation - Typical Week



Vancouver + Seattle Typical Week





2009 Oasis of the Seas 220 000 2712 Cabins GT 360 × 47 × 9,1



2006 Freedom of the Seas 158 000 1816 Cabins GT 339 × 38,60 × 8,50 m



1999 Voyager of the Seas 137 300 GT 1557 Cabins 311,12 × 38,60 × 8,60 m



1996 Grandeur of the Seas 74 000 GT 975 Cabins 279,8 × 32,20 × 7,60 m



1990 Fantasy 70 400 GT 1028 Cabins 260,8 × 31,50 × 7,80 m



1982 Song of America 37 600 GT 707 Cabins 214,51 × 28,41 × 6,80 m



1970 Song of Norway 18 400 GT 377 Cabins 168,32 × 23,96 × 6,70 m

Profile Comparison:
TITANIC and ALLURE OF THE SEAS

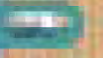
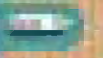
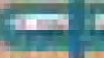
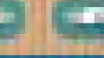
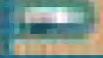
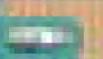
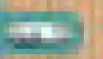
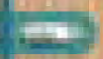




ALASKA CRUISE SHIP BERTH AVAILABILITY

2019 Average Week

Alaska Challenge

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Skagway							
							
Juneau							
							
Icy Strait							
Sitka							
Ketchikan							
							
Vancouver							
							
Seattle							
							

Skagway (4)

Juneau (4)

Ketchikan (4)

Vancouver

Seattle

Skagway (4)

Hoonah – ISP (2)

Juneau (4 + ??)

Ketchikan (4 + 2?)

Vancouver

Seattle

Skagway (4)

Glacier Bay (2)

Haines

Hoonah – ISP (2)

Juneau (4 + ??)

Tracy Arm (2-3)

Endicott Arm (2-3)

Ketchikan (4 + 2?)

Day at Sea

Sitka (1)

Victoria

Vancouver

Seattle

LONG RANGE WATERFRONT PLAN

INITIATIVES

JUNEAU'S DOWNTOWN WATERFRONT 2025 CONCEPT PLAN

The plan call for a series of initiatives in which a number of individual developments are coordinated with public improvements to create complete environments that extend the public spaces of downtown.

A AREA A: JUNEAU-DOUGLAS BRIDGE TO GOLD CREEK

New developments will be coordinated with a mix of renovated and new structures from Egan Drive extending back to the former City Maintenance Shop to reinforce this mixed-use area with office, residential and small community services. New streetscapes will extend throughout the district, creating an appropriate character for area streets and walking areas.

- A1. Creation of a gateway/entry feature into Downtown linked to landscape and traffic calming improvements along Egan Drive.
- A2. Mixed-use district.
- A3. New park and commencement of Juneau's Downtown seawall.
- A4. Tidelands and Gold Creek Protection Zone enhancements.

B AREA B: SUBPORT

New hotel, mixed-use, office and retail development punctuate this area, transforming the Subport into a lively urban district linked to adjacent cultural and recreational venues and the downtown proper.

- B1. Gold Creek Waterfront Park.
- B2. Gold Creek Marina.

- B3. Mixed-use district.
- B4. Preservation of U.S. Coast Guard and NOAA facilities.
- B5. State Museum expansion.
- B6. Centennial Hall expansion.

C AREA C: DOWNTOWN

Downtown's central waterfront looks both forward and back by preserving important artifacts while invigorating public spaces and civic buildings. This area marks the center of Juneau's waterfront and a showcase for the life and activity of residents and visitors.

- C1. Retention of Merchant's Wharf and creation of a new Aquarium and Waterfront History Center.

- C2. Marine Park expansion.
- C3. New State Capitol building and complex.
- C4. Public Library and surrounding area improvements.

D AREA D: FRANKLIN STREET CORRIDOR

The Franklin Street corridor continues to support tourism and other functions by enhancing vehicular and pedestrian circulation systems, guiding private development parcels, and allowing marine facilities to meet future market conditions.

- D1. North Franklin Corridor development.
- D2. Cruise Ship Terminal and Upland improvements.

- D3. Cruise Ship Terminal expansion.
- D4. South Franklin Corridor development.
- D5. South Franklin Street alleyway.

E AREA E: AJ ROCK DUMP

With its present high-level of investment in industrial, public works and marine facilities, the AJ Rock Dump area continues in its role as a key industrial and maritime commercial zone.

- E1. AJ Dock.
- E2. Additional industrial properties.

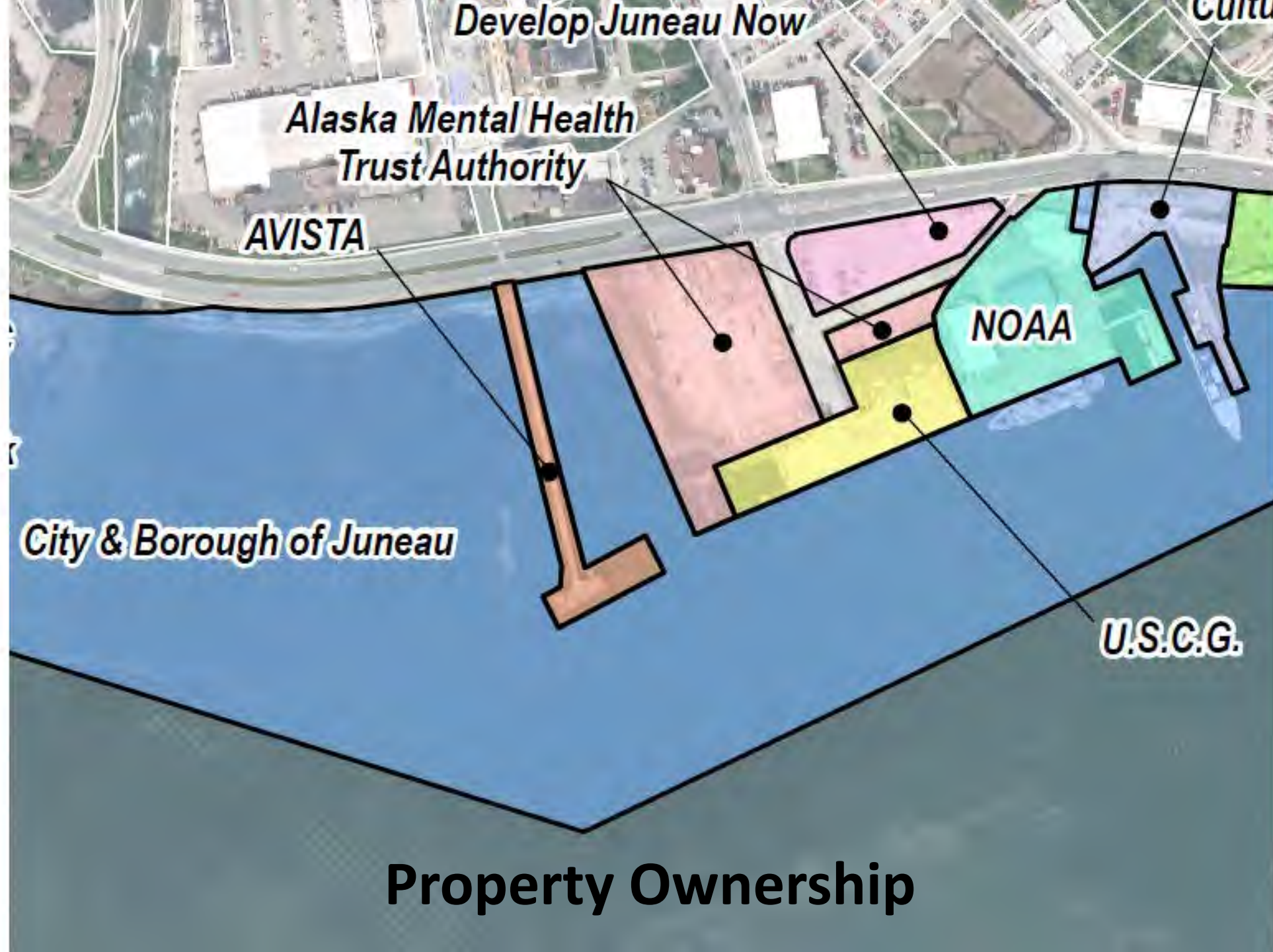
F AREA F: THE LITTLE ROCK DUMP

The Little Rock Dump is remade as an important new recreational and working waterfront area for Juneau, providing marine and park space for the enjoyment of area residents and visitors.

- F1. Little Rock Park.
- F2. Little Rock Marina.
- F3. Working waterfront area.









We've Come A Long Way

ONE INDUSTRY. ONE VOICE.

KT00 News

Why is Alaska losing market share in the global cruise industry?

By Casey Kelly February 11, 2014 CBJA

The Oosterdam was one of the last ships of the 2013 cruise season. (Photo by Heather Bryant/KT00)

Alaska's share of the global cruise industry is on the decline. While the number of passengers to visit the state last year was nearly back to the level before the Great Recession, other cruise destinations continue to attract more ships.

Long before he was a Republican state lawmaker and candidate for governor, John Binkley worked on his family's riverboat in Fairbanks, doing tours for visitors to Alaska's Interior.

"When we were growing up in our family business, my father used to always tell us that, 'If you're coasting, you're going downhill,'" Binkley told the Juneau Assembly Committee of the Whole.

state has been coasting when it comes to attracting tourists.

industry, and c



ALASKA ECONOMIC TRENDS

A big decline in cruise ship visitors is certain

ADOL, Economic Trends, Jan 2010

As difficult as it can be to forecast economic change with any accuracy, there's little doubt that 2010 will be another challenging year for the tourism industry. Several cruise ships have been moved out of the Alaska market and the number of cruise visitors is expected to drop by about 15 percent from preliminary 2009 numbers of slightly less than 1 million.

KETCHIKAN DAILY NEWS
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8/21/2009

State tourism on downward slide

By MARY PEMBERTON
Associated Press Writer

ANCHORAGE - Alaska's tourism industry is flat and now on a downward slide that will only get worse next year with 150,000 fewer cruise ship passengers visiting the state.

A panel of experts attending a tourism summit on Thursday at the Dena'ina Civic and Convention Center in Anchorage said the outlook is not good.

"Next year won't be worse. It threatens to be much worse," said moderator John Tracy.

By the end of 2009, Alaska is seeing fewer visitors, said Alaska Travel Industry Association President Ron Peck.

In 2008, he said.

If the trend continues in 2010, the state will return to visitor levels last seen in 2004 after years of growth in the tourism industry, Peck said.

"We need to work collectively to reverse this trend," he said.

Peck said the tourism industry employed

CRUISE NEWS

Alaska businesses feel the pinch of fewer cruise passengers

August 1, 2010 at 1:00 am

Alaska is expected to see a 15 percent decline in passengers this cruise season.

Despite recent news that a boost in independent-visitor traffic is helping offset the negative economic impact of fewer cruise ship passengers this year, the Alaska tourism industry is struggling.

Last year's redeployment of three ships to other parts of the world greatly impacted the entire state. Alaska will have **140,000 fewer cruise visitors this year, which equates to a loss of \$150 million in direct and indirect spending and 5,000 Alaska jobs**. Based on industry announcements, it is estimated that Alaska will see 125,000 fewer passengers in 2011.

On June 14, Ron Peck with the Alaska Travel Industry Association said the number of independent travelers is up from 2009, but only slightly. Even with the increase, this year's numbers are nowhere near where they were 2008.

Initial data from the Alaska Department of Revenue show roughly 20 percent fewer passengers visited Alaska in May of this year than in May 2009. The overall decline in passengers for the summer cruise season is expected to be 15 percent.

"There are days that you just drive through town and wonder where

runs the Bed and Breakfast Association of Alaska

proprietor of All Seasons

Alaska cruises are most booked US vacations, survey finds

[Home](#) > [News](#) > [News Headlines](#) > [Alaska cruises are most booked US vacations, survey finds](#)



Travel Leaders Group's travel advisers frequently recommend Alaska as a not-to-be-missed travel experience. Here, a Princess Cruises ship in Glacier Bay
(Photo: Princess Cruises)

Alaska cruises jumped to the top spot from last year's fifth place to become the most booked domestic vacation for 2018, according to findings from Travel Leaders Group's 2018 Travel Trends Survey.

Orlando was bumped down a notch to second place. Las Vegas, Maui and New York City rounded out the Top 5.

Internationally, Caribbean cruises and Cancun, Mexico, respectively, maintained the top two spots, while European river cruises edged up one place to third. Mediterranean cruises and Punta Cana, Dominican Republic, were fourth and fifth, respectively.

Top 'up and coming' destinations include Iceland, New Zealand, Thailand, Vietnam and Croatia. Additionally, of the respondents who book travel to the Caribbean, 45.6% said their 2018 bookings to the Caribbean are about even with last year, while 13.3% said their bookings to the Caribbean are higher. When it comes to Caribbean cruises, 71.7% said these bookings are either higher than or equal to last year's bookings.

'It is important to note that interest in the Caribbean, whether it is a cruise or land-based travel, remains high,' said Travel Leaders Group CEO Ninan Chacko. 'Cruising overall, whether it's to the Caribbean, a European river cruise or a cruise in the Mediterranean, is a popular vacation pick for Americans due to the multiple destinations one can visit, along with the tremendous value and convenience cruises offer.'

Alaska cruises have been among the top 10 domestic trips booked by Travel Leaders Group travel advisers over the last several years, but this is the first year they have reached the No. 1 spot in the annual Travel Trends Survey. According to Cruise Lines International Association, 1,089,700 passengers cruised in Alaska last year, and that number is projected to grow another 3% to 1,165,500 passengers in 2019.



ings today announced a partnership with the Huna Totem Corporation to
r in Icy Strait Point in Alaska.

mpleted for the summer 2020 Alaska cruise season and will be built to
e Line's Breakaway plus-class ships, the company said.

egian Cruise Line Holdings' brands with preferential berthing rights in the
the Company to increase its calls to Icy Strait Point.

Seven Seas Mariner, Norwegian Jewel and Norwegian Joy are
in the 2019 season.

ore cruise passengers with access to Icy Strait's newly upgraded
menities, including the world's largest ZipRider zip line, brown bear
hing excursions, local cultural dances accompanied by oral

em Corporation to construct a new pier at Icy Strait Point. The
e wildly popular Alaska market and the state's natural beauty and ex
ice president.

MEETING OUR GOAL OF WORKING TO MAKE COMMUNITIES A GREAT PLACE TO LIVE AND VISIT

Contributing to local economies

- Over 8,000 jobs (annualized)
- Nearly \$800 million in passenger spending
- \$82.9 million in municipal revenues



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JUNEAU EMPIRE

Cruise ship group: Statue plans are misuse of fees

Posted: April 13, 2016 - 10:00am | Updated: April 14, 2016 - 12:02am



Michael Penn | Juneau Empire

In this March 2016 photo, work begins on the new park near the Douglas Bridge that will become the home to the life-size bronze sculpture of a breaching humpback whale. Part of the project funding comes from head taxes. The Cruise Lines International Association and its Alaska affiliate filed a lawsuit against the city and borough of Juneau on Tuesday in federal court in Anchorage. They're challenging the legality of so-called head tax fees paid by cruise passengers who visit Alaska's picturesque capital.

By [RASHAH MCCHESENEY](#)

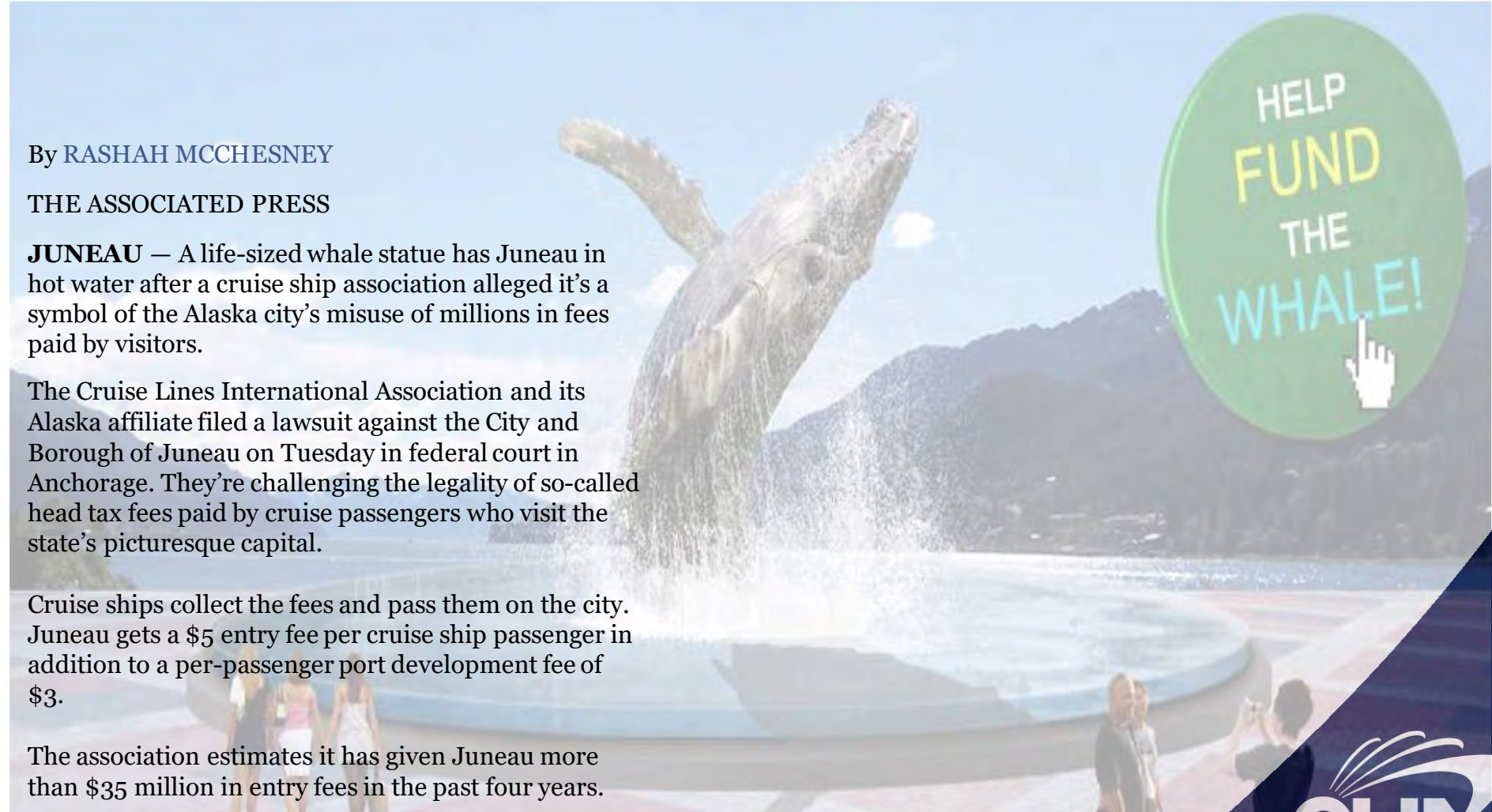
THE ASSOCIATED PRESS

JUNEAU — A life-sized whale statue has Juneau in hot water after a cruise ship association alleged it's a symbol of the Alaska city's misuse of millions in fees paid by visitors.

The Cruise Lines International Association and its Alaska affiliate filed a lawsuit against the City and Borough of Juneau on Tuesday in federal court in Anchorage. They're challenging the legality of so-called head tax fees paid by cruise passengers who visit the state's picturesque capital.

Cruise ships collect the fees and pass them on the city. Juneau gets a \$5 entry fee per cruise ship passenger in addition to a per-passenger port development fee of \$3.

The association estimates it has given Juneau more than \$35 million in entry fees in the past four years.



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WORKING TOGETHER TO SOLVE CHALLENGES



- Reached agreement on Passenger Fees
 - Industry supporting local services
 - Crossing Guards, Police/Fire
 - Industry supporting infrastructure
 - Archipelago Development
 - Statter Harbor
- Millions for local projects
 - \$170 million distributed to local communities
 - \$123 million in direct legislative grants
 - \$293 million in total cruise ship taxes supporting local projects

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SEVERAL MILESTONES ACHIEVED

1 Millionth Cruise Visitor



Juneau 2016



Ketchikan 2017

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SKAGWAY GREETES 1 MILLION PASSENGERS FOR THE FIRST TIME EVER THIS YEAR

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GOING FORWARD

- Alaska's visitor industry is very strong
- What community will hit a million passengers next – Sitka? Icy Strait Point? Seward?
- Industry is committed to maintain strong partnerships with local communities
- CLIA Alaska team is very accessible and positioned well to represent industry going forward
- I'm looking forward to spending even more time in SE Alaska

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