

# Special Report

## Visitor Services Contract Annual Report

Rachel Roy, Executive Director  
Greater Sitka Chamber of Commerce



Report to City and Borough of Sitka Assembly,  
November 22<sup>nd</sup>, 2016

# Greater Sitka Chamber of Commerce Convention and Visitor Services Contract

# Alaska's Travel Industry

- Visitors arriving to Alaska 2015
  - 56% Cruise Ship Passengers
  - 40% Air Passengers
  - 4% Highway / Ferry Visitors
- Bed Tax revenues increased +8% FY2014 to FY2015
- Sitka's Air traffic up 16%
  - Delta added service in 2015
- Ferry Service decrease 17%
- Sportfishing Licenses sold to non-residents increased 7%

# Alaska's Travel Industry

- Sitka's Cruise Ship Passengers
  - Cross Gulf passengers up 9% in 2015
  - Alaska's small ship market (less than 250 max) increase in 2016
    - Alaskan Dream added vessel

**\*\*2016 One Million Cruise Passengers to Alaska!**

- 2017 Outlook
  - Projected 154,000 passengers
  - Increase of 25,000 to Sitka
    - Larger ships replacing smaller ships
    - Additional Celebrity Cruises port calls

# Convention & Visitor Services Contract

Awarded to the Greater Sitka  
Chamber of Commerce

October 2015

- Marketing & Promotion
- Visitor Services
- Convention Sales & Services



# Convention & Visitor Services Contract

## Visitor Services

- **5,300 People** assisted at the Visit Sitka Visitor Center - 104 Lake Street
- **16,650 Visitors** utilized Centennial & Bridge Information Kiosks + on-board Crystal Symphony
- **45 Shore excursion personnel** from cruise ships hosted at the Centennial Kiosk



# Convention & Visitor Services Contract

Marketing and Promotion



**31 Print & Digital Ads  
Placed in 2016**

# Alaska Sporting Journal



## VISIT Sitka ALASKA

Legendary fishing, the highest catch rate for King Salmon in the state, and only a 2-hour flight from Seattle!

FREE VACATION GUIDE:  
VISIT SITKA • 1-800-557-4852 • WWW.SITKA.ORG



# VISIT Sitka ALASKA



Vibrant Culture



Rich History



Spectacular Wildlife



Wilderness Adventure

Go to [www.sitka.org](http://www.sitka.org)  
for a FREE trip planning guide

1-800-557-4852 • [facebook.com/VisitSitka](https://www.facebook.com/VisitSitka) • [scvb@sitka.org](mailto:scvb@sitka.org)

# Good Housekeeping Magazine



# Sunset Magazine

A collage of three images: a mountain lake with hikers, a white church with a green dome, and fishermen on a boat with large fish. The background of the entire advertisement is a sunset over a body of water with mountains in the distance.

**VISIT  
Sitka  
ALASKA**

*More Than You Can Imagine,  
Closer Than You Think*

**sitka.org • 800-557-4852**

# 2016 Visit Sitka Website Statistics

EXPLORE PLAY STAY PLAN ORDER A GUIDE VIDEOS MEETINGS MEMBERS

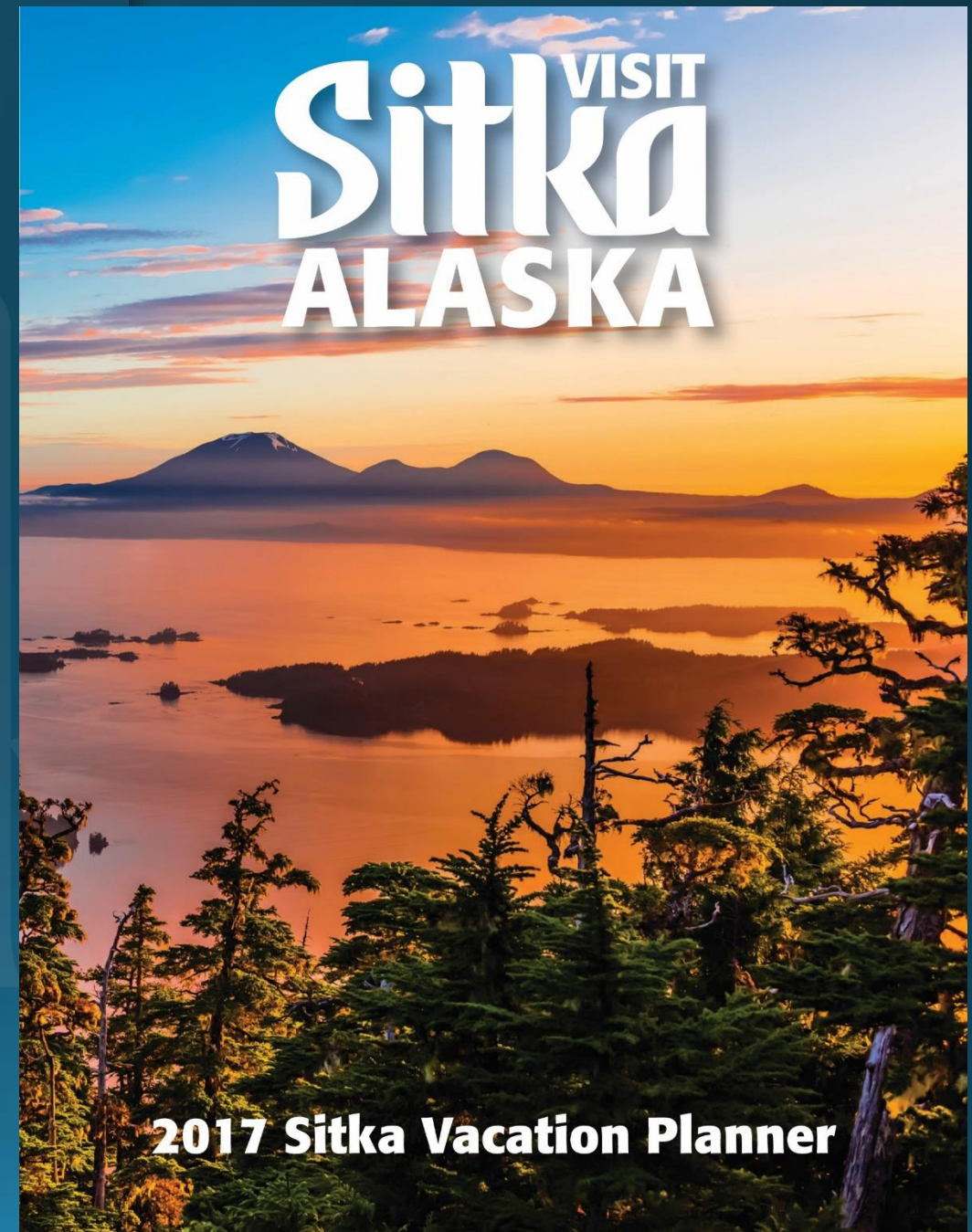
approximately 10,000 years ago.

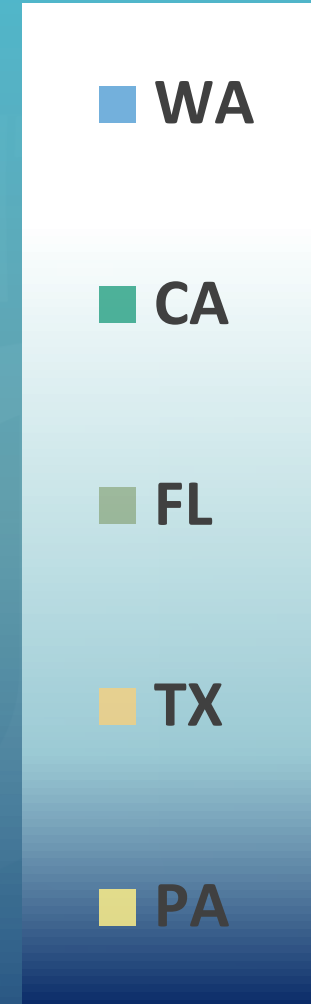
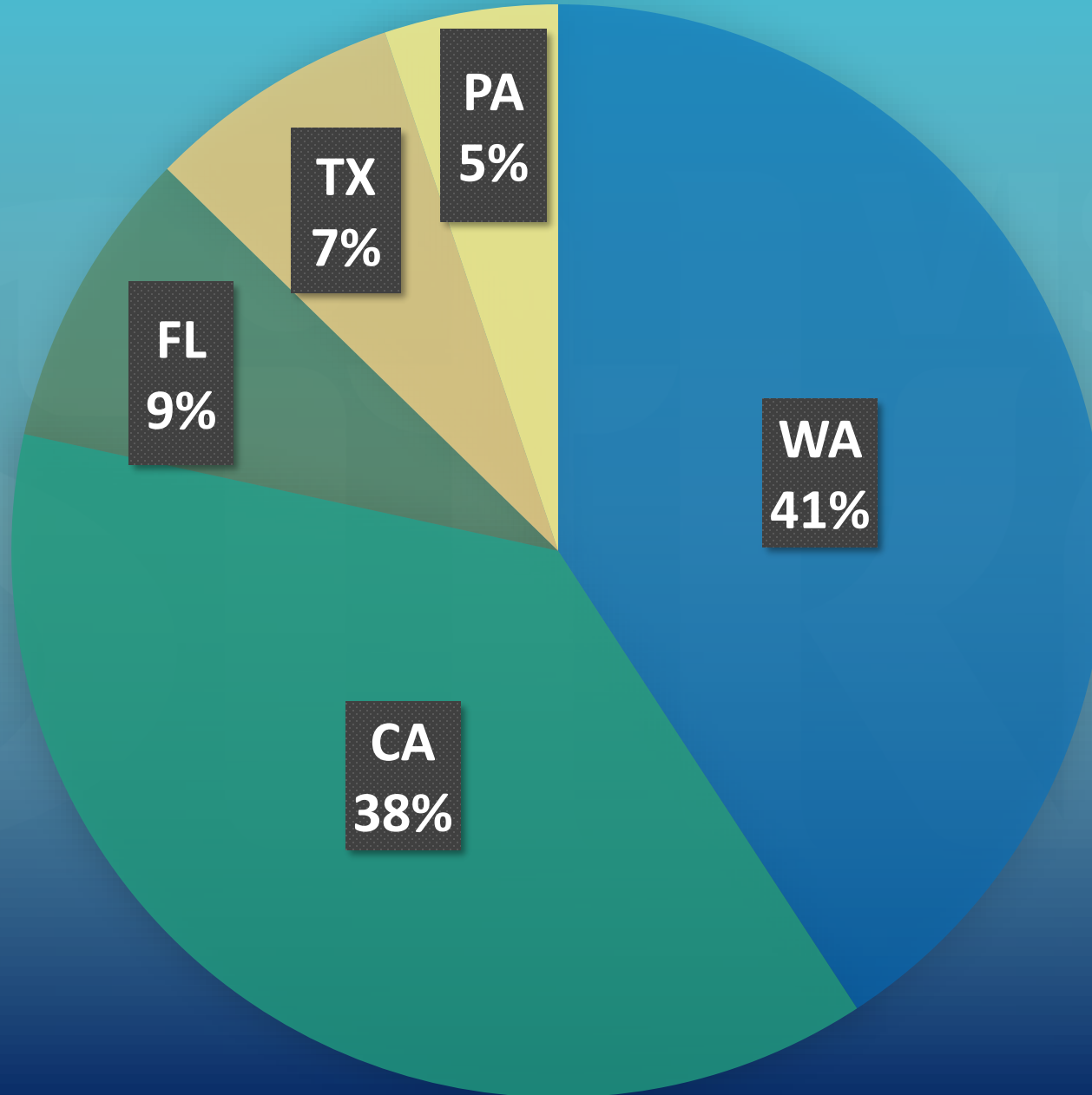
- Pageviews: 64,598
- Acquisition: 59,34% direct traffic
- Audience: primary age 55-64
- Gender: female 55.77% male 44.23%

# 2016 Sitka Vacation Planner

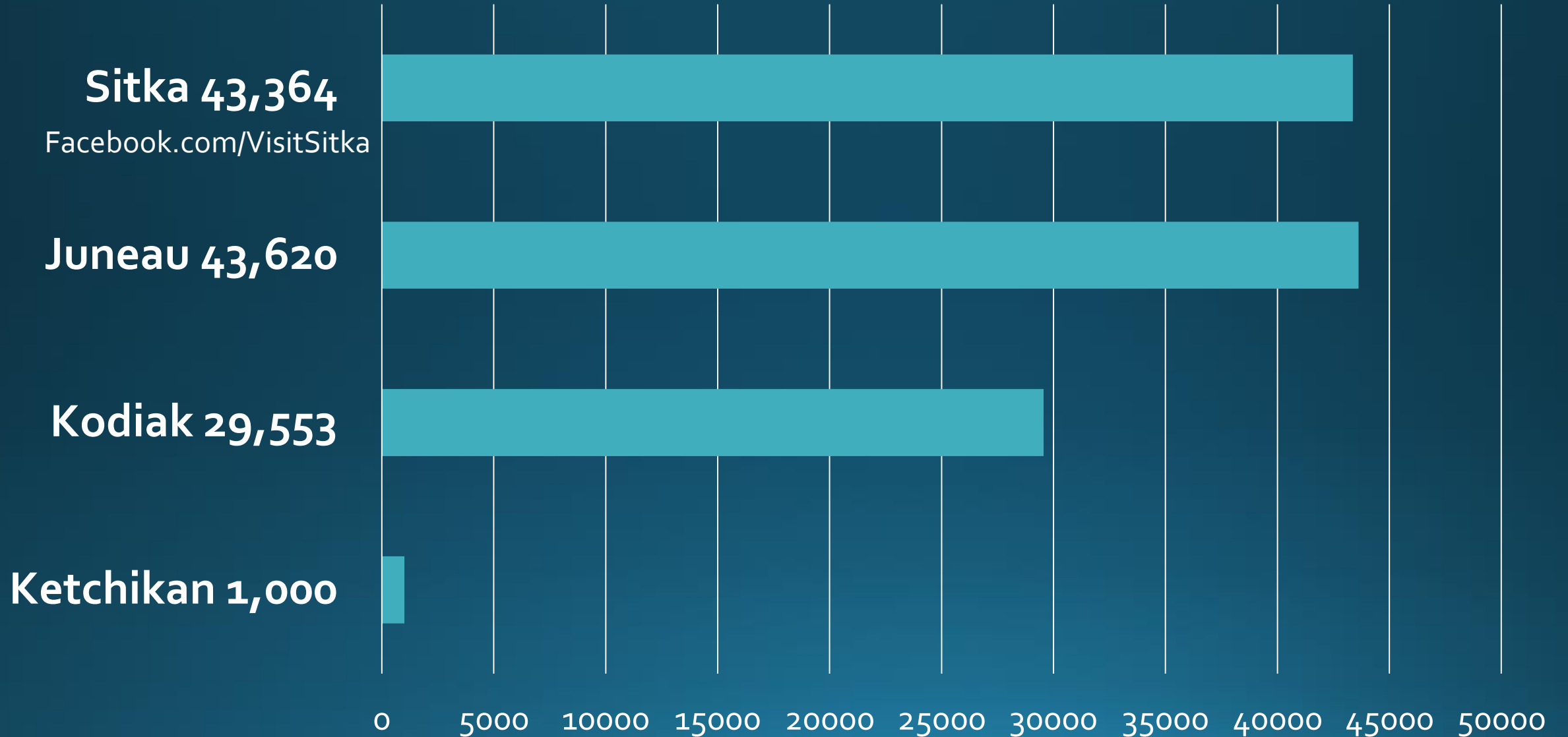
- 35,000 Printed
- 32,840 Mailed and distributed
- 1,498 Viewed online



# Top 5 States Requesting Planners



# FaceBook Likes



# 2016 Shows Attended

- San Francisco Travel & Adventure Show
- San Diego Travel & Adventure Show
- Seatrade Cruise Global



# Convention & Visitor Services Contract

## Convention Sales and Services

- 2017 Conventions
  - Alaska Fish Culture Conference
    - Jan. 23-27, 2017 (50 visitors)
  - 33rd Annual Southeast Region EMS Symposium
    - April 5-9, 2017
  - Region 5 SE Music Festival
    - April 6-8, 2017
  - Rotary International District 5010 Alaska & Yukon Assembly and Conference
    - April 27-30, 2017 (250-300 visitors)





# Convention & Visitor Services Contract

## 2017 Conventions Cont.

- Alaska Credit Union League 43rd Annual Meeting & Conference
  - May 18-20, 2017 (125-150 visitors)
- Alaska Telephone Association Annual Meeting
  - May 22-24, 2017
- Paths Across the Pacific Conference
  - August 2017
- Alaska State Firefighters Association Fall Conference
  - Sept. 25-30, 2017
- Proposed Alaska Historical Society/Museums Annual Conference
  - Sept. 2017 (pending)
- Sharing our Knowledge: A Conference of Tlingit Tribes & Clans
  - Oct. 13-16, 2017 (75-100 visitors)

# Convention & Visitor Services Contract

## Annual Events

- Sitka Jazz Festival Feb. 2-4, 2017
- Alaska Airlines Winter Classics Concert Series Feb. 2017
- Sitka Salmon Derby May 2017
- Sitka Summer Music Festival June 6-July 2, 2017
- Sitka Fine Arts Camp June-July 2017
- Sitka Seafood Festival Aug. 2017
- Mudball Classic Softball Tournament Sept. 2017
- Alaska Day Festival (150th Anniversary of Transfer) Oct. 2017
- Whalefest Nov. 2017

# Additional Projects



## Sitka Branding and Wayfinding Project

### Branding

Sitka Brand Guideline and Blueprint Manual

### Implementation Phase

- Brand Implementation Committee
  - Brand Ambassador
- Sitka Brand Recommendations

### Wayfinding

Manufacturing & Installation Phase

- Design & Locations Complete
- Transitioned to Public Works Department project
- Signs to be installed in 2017

Rachel Roy, Executive Director  
[ed@sitkachamber.com](mailto:ed@sitkachamber.com)

104 Lake Street, Sitka, AK 99835

# Greater Sitka Chamber of Commerce Convention and Visitor Services Contract