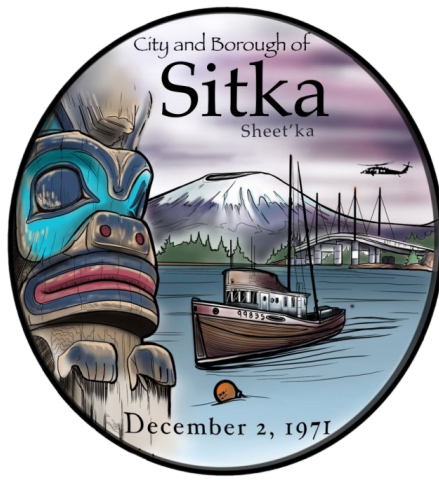




2025 End-of-Season Tourism Survey

SUMMARY RESULTS

PREPARED BY: PLANNING & COMMUNITY DEVELOPMENT

PRESENTED TO: TOURISM COMMISSION, NOV. 13, 2025

COPY PROVIDED TO: ASSEMBLY, NOV. 25, 2025

Key Information & Takeaways

- 360 Responses
 - Strong response level, but down from 2022 (601)
 - Age Representation: Ages 25-64 proportionally representative, 0-24 under-represented, 65+ over-represented
- Traffic and congestion/crowding continue to be key concerns
 - 60% avoid downtown on cruise ship days, and have difficulty finding parking
 - Jaywalking remains a major concern
- Respondents feel most impacted in terms of phone/internet service, followed by access to business services, recreational/subsistence areas, and getting to school, work, or appointments on time
- For 2026:
 - Leaving Lincoln Street open is slightly favored (50% vs 41%)
 - Closing Maksoutoff Street for temp restroom placement is slightly favored (45% vs 37%)
 - 54% agree the pedestrian monitors on Harbor Drive made a significant difference in managing jaywalking (vs 24% disagree)
- Sentiment on overall industry impact largely unchanged from 2022 End-of-Season Survey results
- 48% agree, 40% disagree CBS is heading in the right direction to better manage tourism. Key areas for significant improvement include:
 - Communicating amounts and uses of tourism-related revenues (56%)
 - Managing traffic-related impacts of tourism (52%)
 - Communicating CBS tourism management efforts and decisions (51%)
 - Managing crowding/congestion in the downtown area (49%)
 - Managing overall visitor numbers (49%)

Survey Access & Advertising

Open 10/6 – 10-21

- Available online
- Paper copies available at Sitka Public Library

Advertising

- Sitka Sentinel display ads & coverage
- KCAW PSA & coverage
- CBS website and social media
- Discussion/review at 9/11 Tourism Commission meeting
- Report at 10/14 Assembly meeting
- Email group (from Short-Term Tourism Plan & Tourism Task Force) notification – approx. 115 recipients

Response Demographics

Questions 1-3 & 6

360

Respondents

335 via online survey
25 via print survey

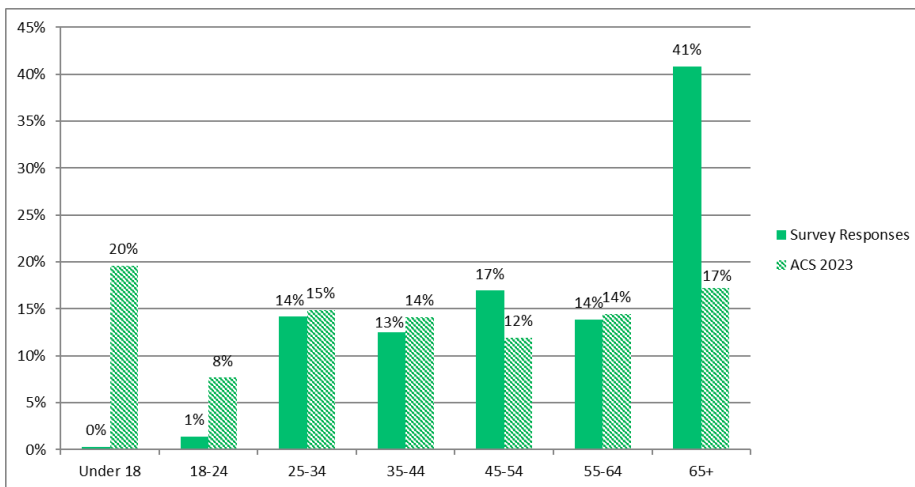
96%

Full-Time Residents

2.5% Seasonal Residents
1.5% Prefer not to answer

Ages

With comparison to 2023 American Community Survey 5-Year Estimates for Sitka Population



Occupations (Top Results)

28% Retired
10% Education & Childcare
10% Tour Operations
9% Government
8% Private/Nonprofit Arts, Sci. & Social Work
7% Downtown Merchants & Businesses
6% Seafood Industry
6% Healthcare

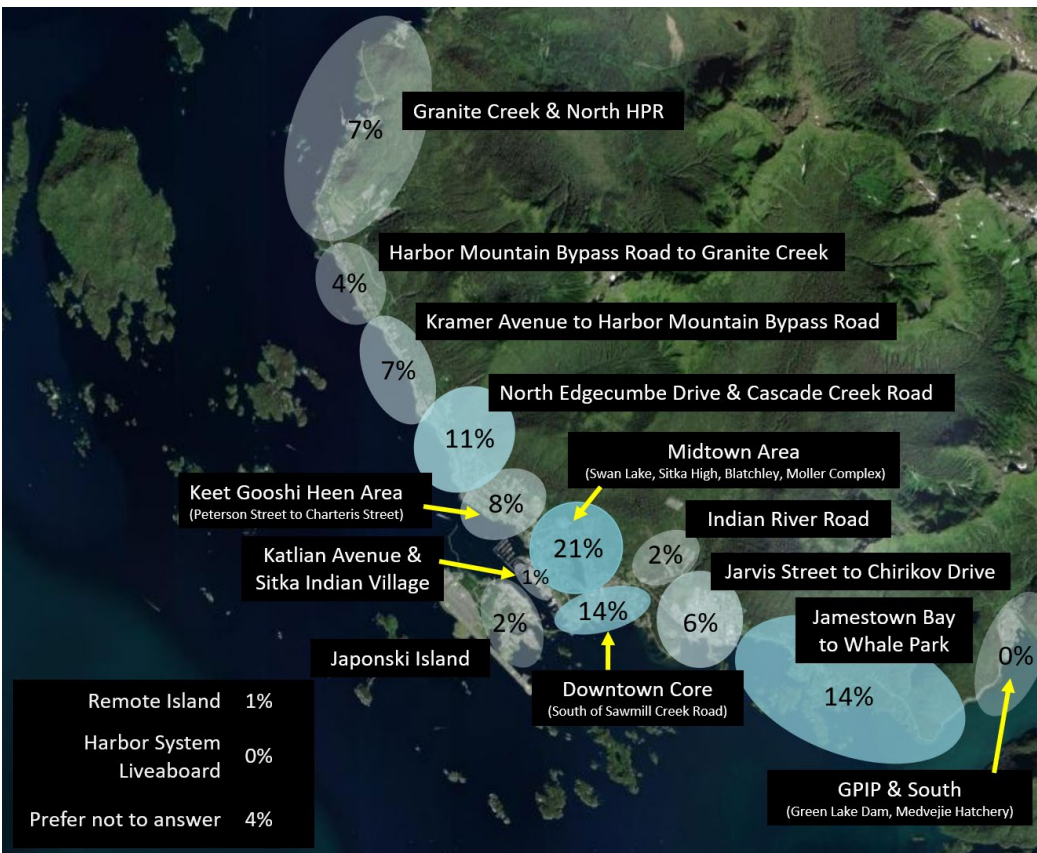
Primary Modes of Transportation

85% Personal Vehicle
9% Walking / Rolling
5% Biking
1% Public Transit
<1% Other Motorized Vehicles

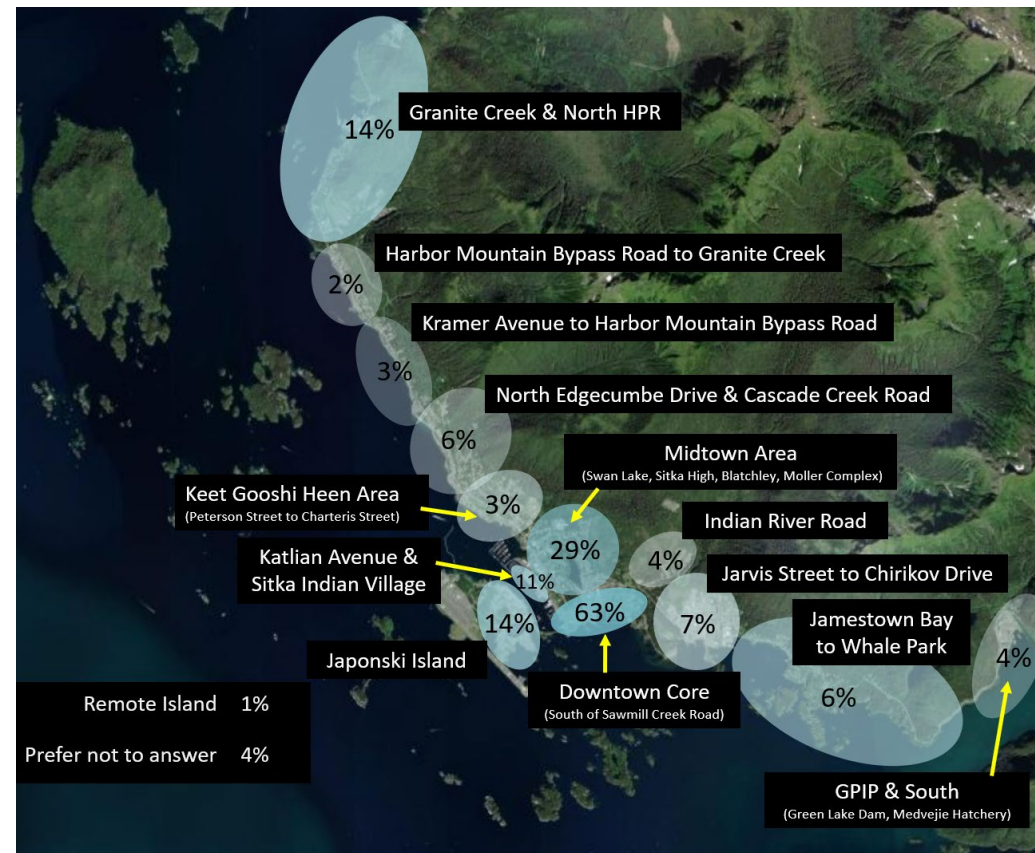
Residential & Frequented Areas

Questions 4 & 5

What area of town do you live in?

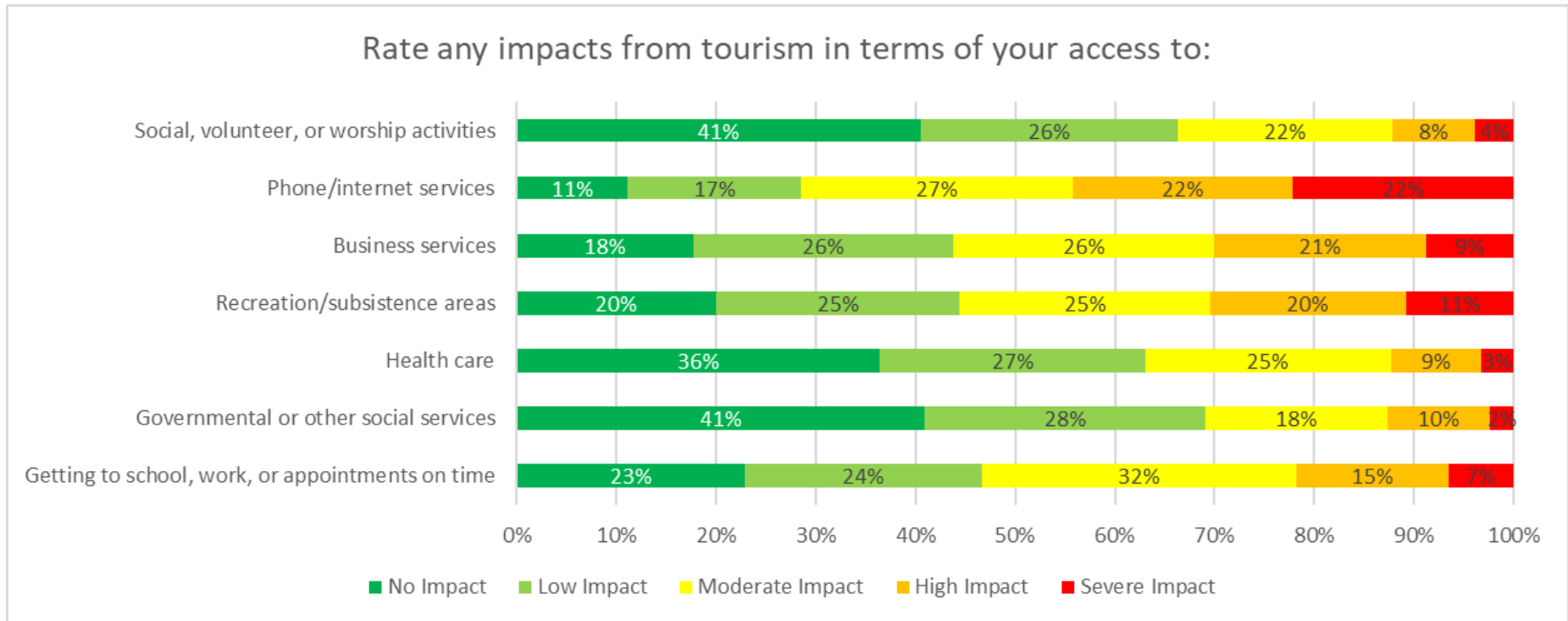


What area of town do you work in or most frequently visit for daily activities? (Top 1-3 areas)



Access Impacts

Question 7



Other Responses:

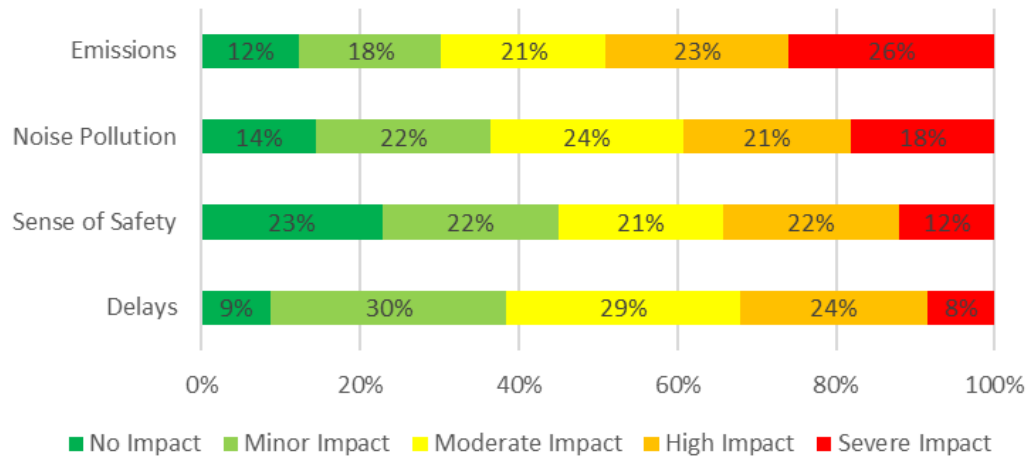
- Downtown Crowding & Traffic, Avoiding Downtown (9) – lack of parking, congestion, traffic/safety concerns, avoiding the downtown area
- Recreation (8) – overcrowding on trails, bikes/e-bikes on trails and SMC multiuse path, playgrounds and student activities
- General Traffic & Crowding (8) – Volume of bus traffic and associated noise/air pollution, general overcrowding and congestion, traffic delays, safety concerns, bike use (biking feels less safe, concerns about tourist bike/e-bike use not being safe)
- HPR (5) – congestion/slow downs, turning movements from Cascade Creek Road/Seamart, safety concerns
- Food (4) – limited access to restaurants, difficulty getting to grocery/food stores and low inventory

Traffic & Transportation

General Traffic & Transportation

Questions 9 & 10

From a transportation perspective, rate the general level of tourism impacts this summer.



What modifications, if any, did you make to your transportation choices due to tourism this summer?

65% avoided the downtown area on cruise ship days

56% adjusted departure times to account for delays

Detours Used

- 43% Katlian Avenue
- 38% Jeff Davis Street
- 20% Peterson Street/Lake Street

Used a Personal Vehicle

- 6% more often
- 13% less often

Walked, Biked, or Rolled

- 18% more often
- 8% less often

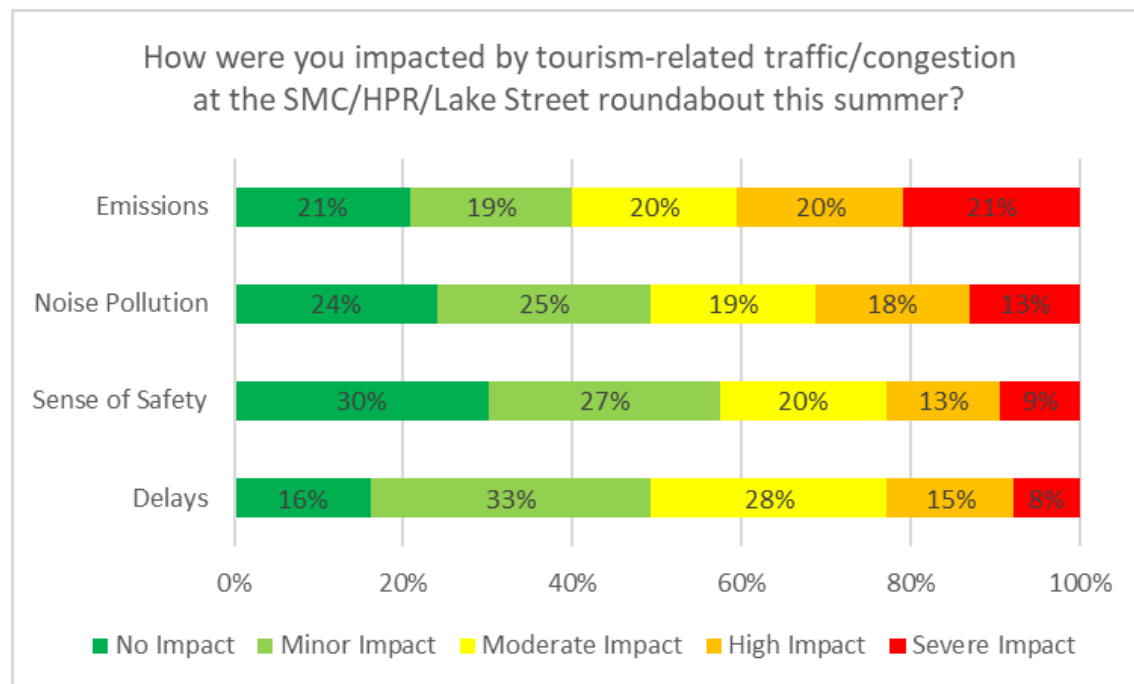
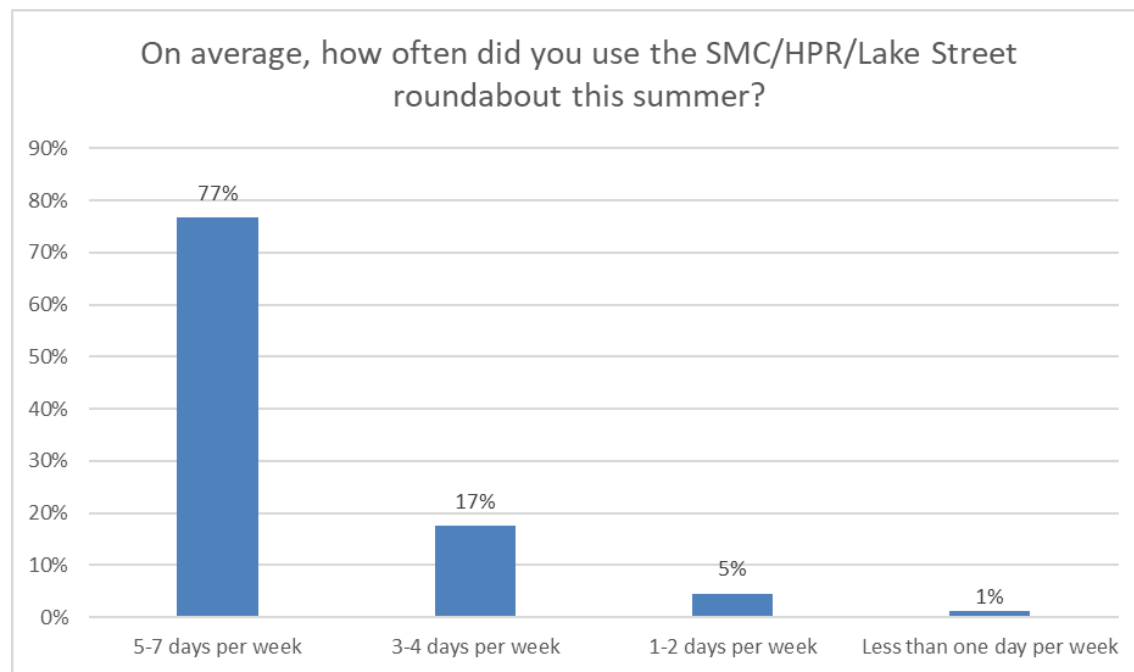
1% or Fewer

- Used public transit more or less often
- Carpooled more or less often
- Used other motorized vehicles (UTV, e-bike, scooter) more or less often

16% reported no modifications

SMC / HPR / Lake Street Roundabout

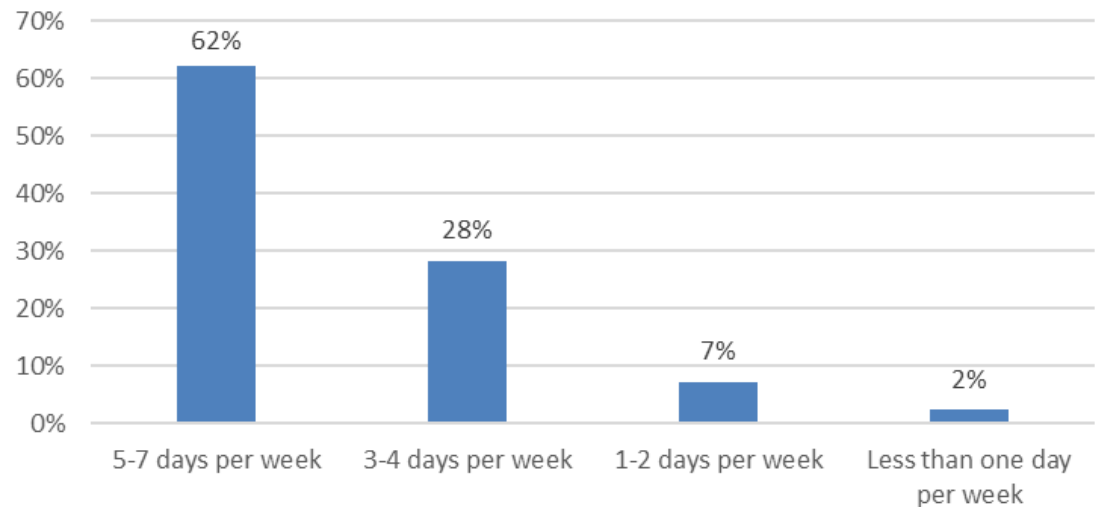
Questions 11 & 12



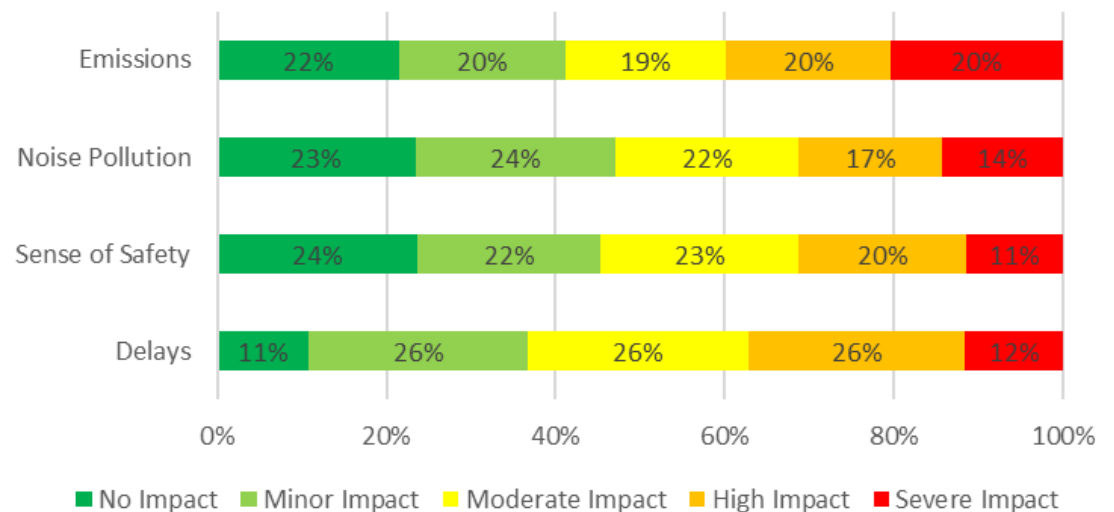
Lake / Lincoln Intersection

Questions 13 & 14

On average, how often did you use the Lake/Lincoln intersection this summer?

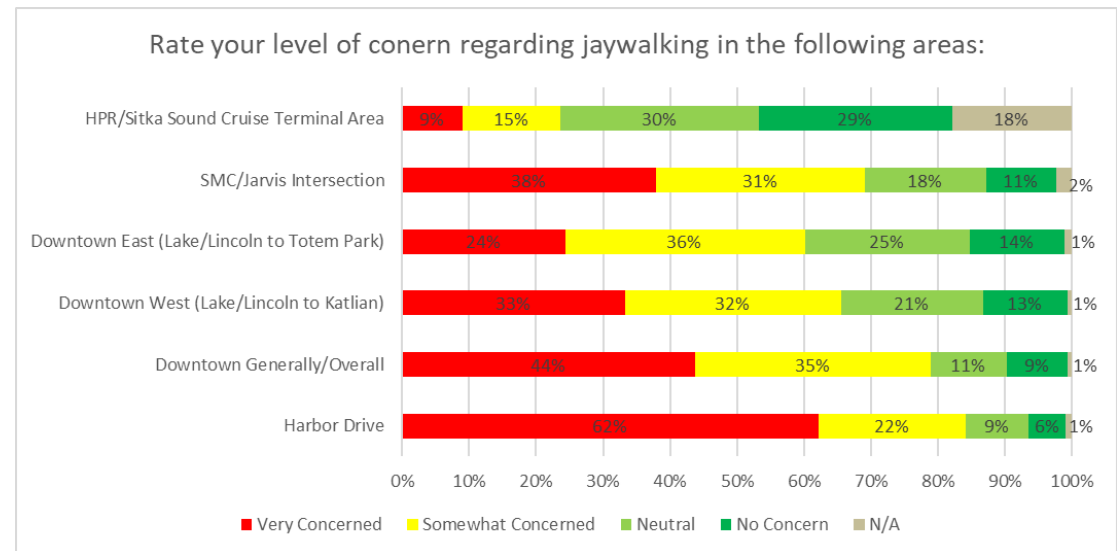


How were you impacted by tourism-related traffic/congestion at the Lake/Lincoln intersection this summer?



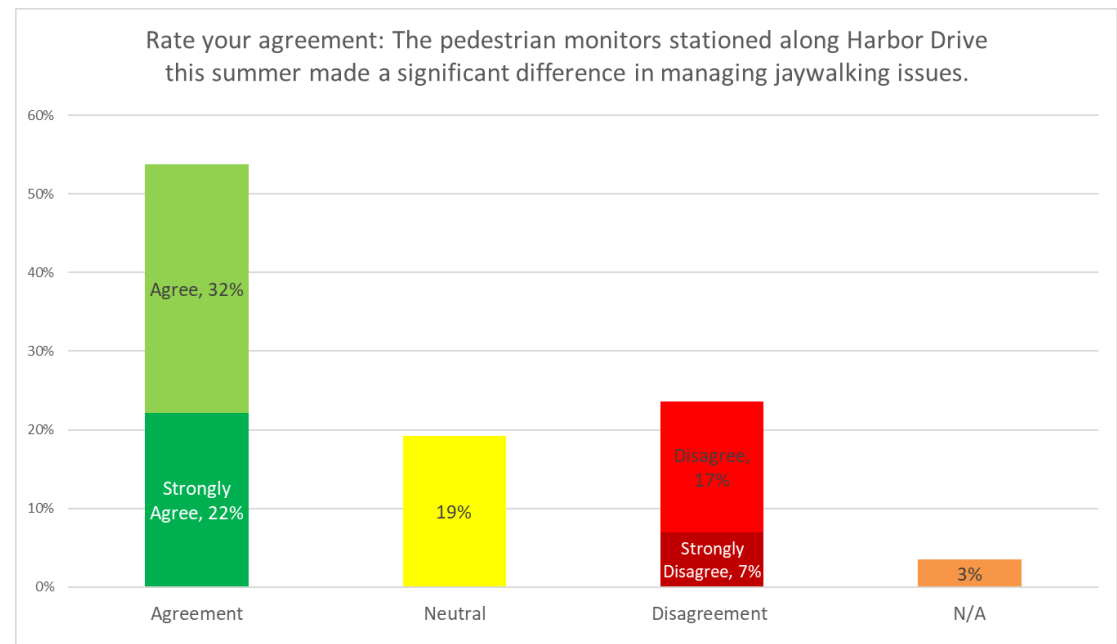
Jaywalking

Questions 15 & 16



Additional Areas Identified:

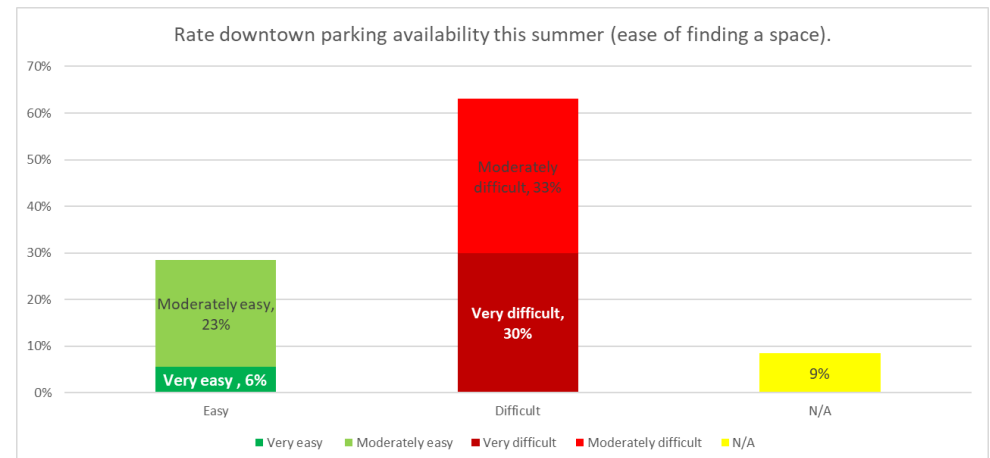
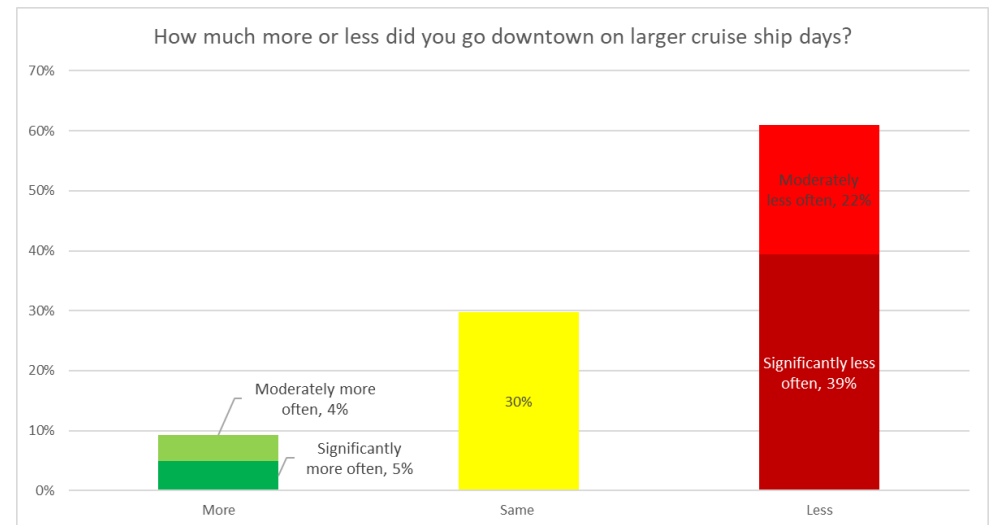
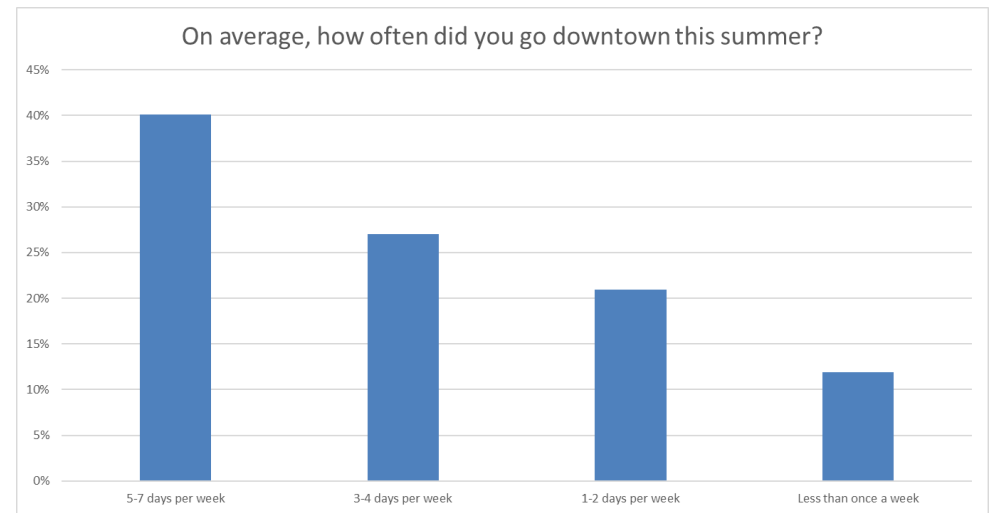
- Raptor Center crossings (24)
- Lake/Seward Street (10)
- Lincoln St near St. Michaels, Lincoln St. near SJ campus, Roundabout, Cascade Creek Croad/HPR, HPR/Peterson Street, Harbor Drive/Harbor Way (1 each)



Lincoln Street & Downtown Area

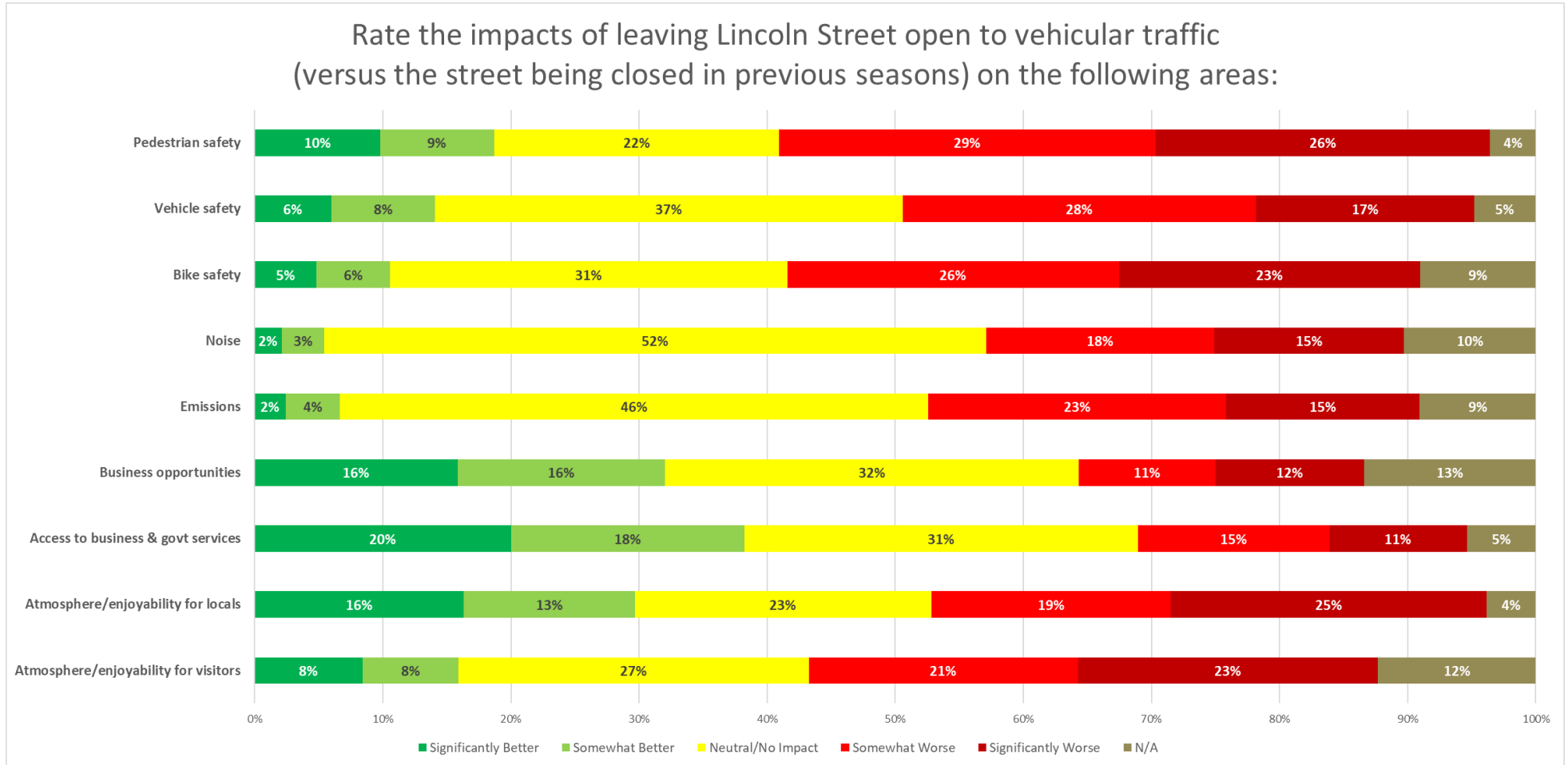
Going Downtown

Questions 17, 18, & 19



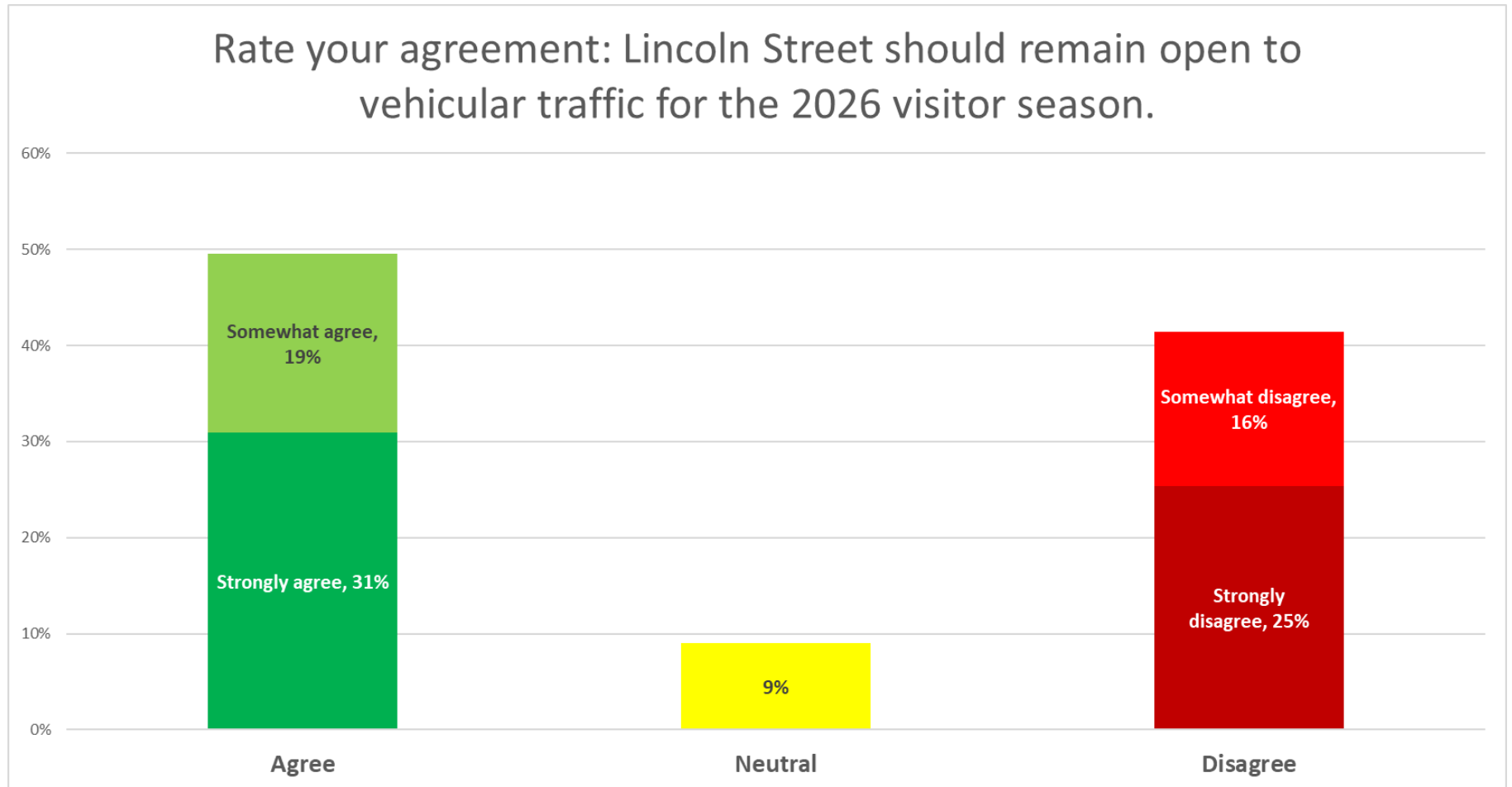
Lincoln Street Open vs. Closed

Question 20



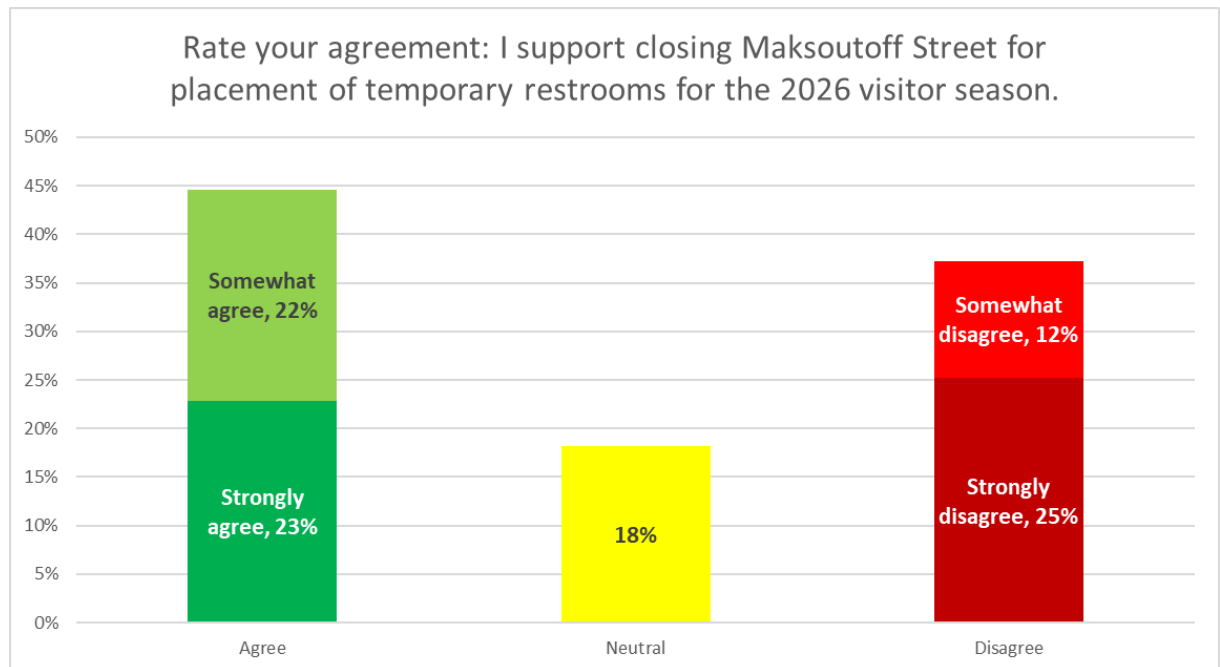
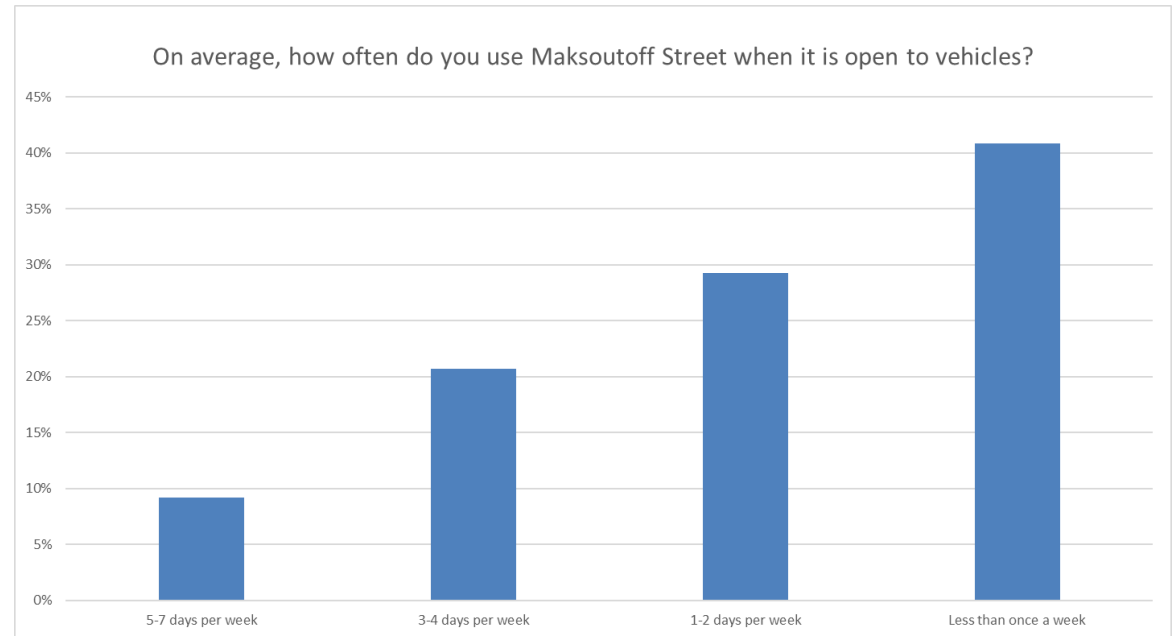
Lincoln Street Open vs. Closed

Question 21



Maksoutoff Street

Questions 22 & 23



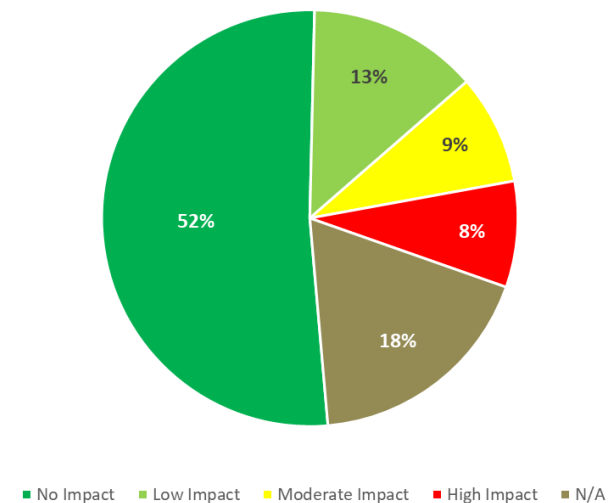
CBS Downtown Facilities

Questions 24 & 25

Rate your satisfaction with litter/trash management at city-owned facilities in the downtown area during the summer months.



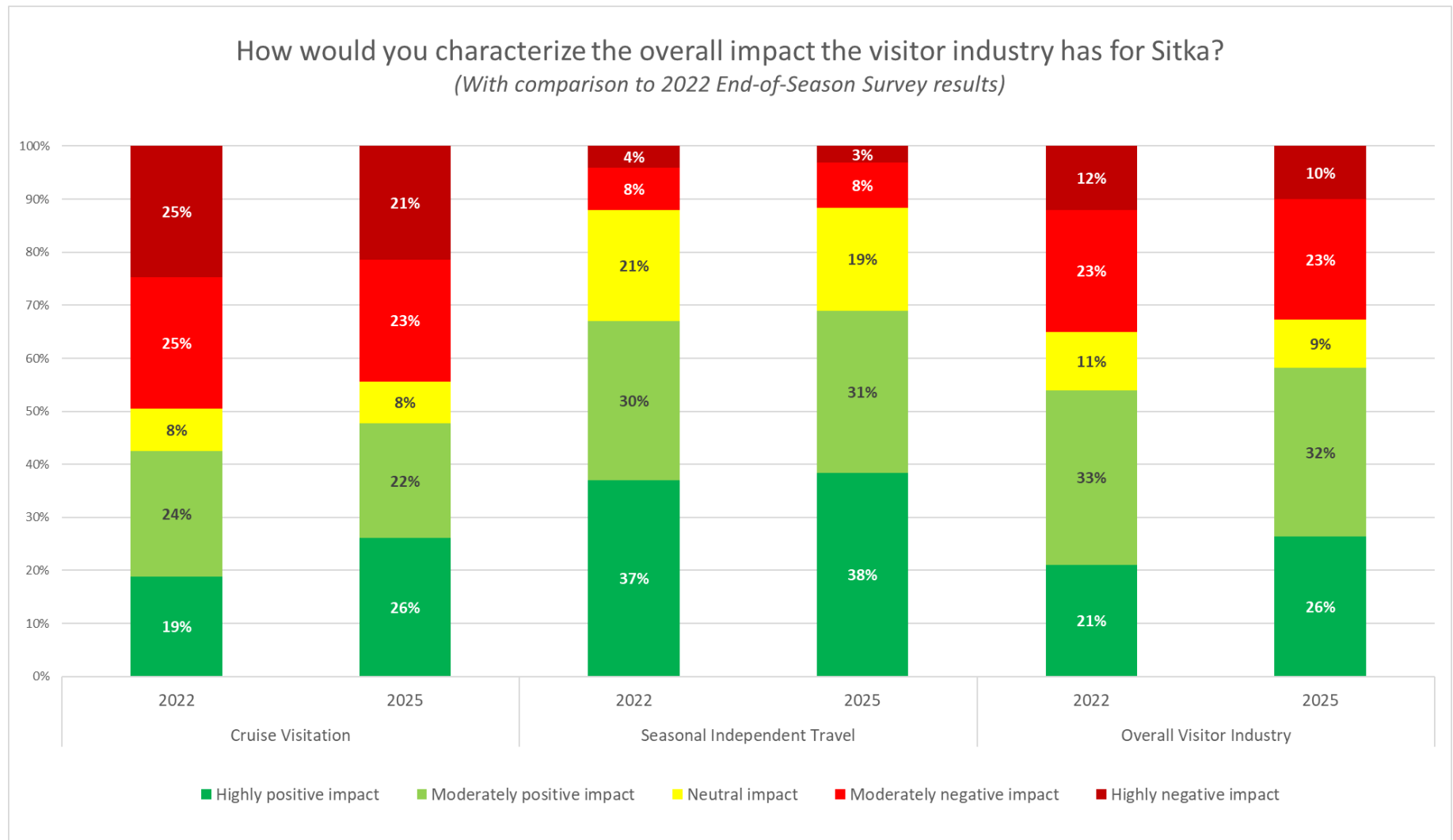
Describe how you were impacted by limited access to the Crescent Harbor boat launch.



Tourism & Management Overall

Overall Industry Impact

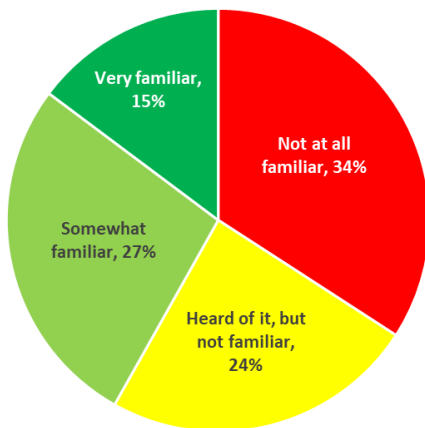
Question 8



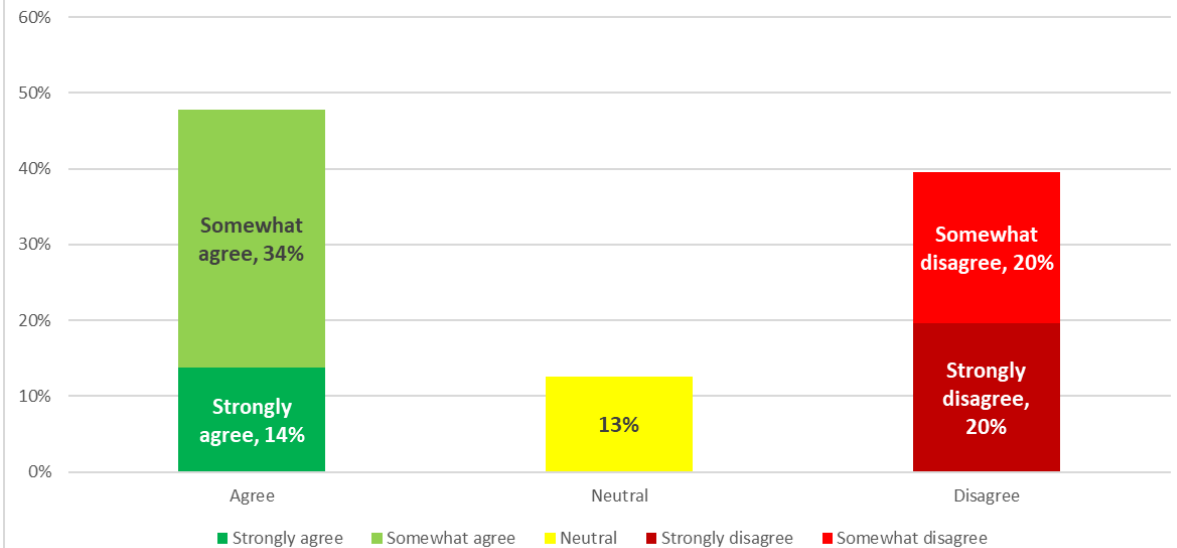
CBS Management

Questions 26, 27, 28

How familiar are you with Sitka's TBMP initiative?



Rate your agreement: Overall, I feel CBS is heading in the right direction to better manage tourism.



Rate areas of improvement for CBS when it comes to tourism:



Keep, Stop, & Consider

Questions 30, 31, & 32

There were 590 long-form responses about what CBS should KEEP, STOP, and CONSIDER doing in terms of managing tourism.

- Opening/Closing Lincoln Street
- Managing traffic-related impacts including jaywalking and pedestrian safety, traffic delays, bike & e-bike use, infrastructure improvements
- Cruise passenger numbers
 - Decreasing overall numbers
 - Maintaining / growing tourism
 - Keeping daily numbers limited / arrival to town staggered
 - Appreciation/emphasis of quiet weekend days
 - Appreciation/emphasis of limiting season duration (esp. April & October)
 - Finding balance
 - Focusing on independent travelers
- CBS Revenues
 - More transparency about types, amounts, and uses of tourism-related revenues needed
 - Desire for revenues to be used to offset cost of living
 - Desire for revenues to have more flexible use (local head-tax fund)
- Quality of Life
 - Concern about loss of small-town feel, Sitka's authenticity
 - Limited access to downtown, parks, library
 - Crowding at recreational/subsistence areas
 - Frustration about telecommunications impacts
 - Need for finding and promoting balance / community cohesion
 - Concerns about housing and childcare – impacts to and from tourism
- Environment
 - Addressing air pollution / emissions from buses and dock electrification
 - Concerns about marine pollution and use of scrubbers
- CBS Processes
 - Support for Tourism Commission & Tourism Manager
 - TBMP implementation / amplification
 - Continuation of surveys and opportunities for public input