

# Sitka<sup>VISIT</sup>

November 19th, 2019

Dear Sitka Assembly Members:

The annual Seatrade Cruise Global 2020 is being held April 20-23 in Miami, FL. Visit Sitka will participate in collaboration with Alaska Travel Industry Association (ATIA) in the Cruise North to Alaska booth. DMOs from around the state sponsor a podium and partners, such as Old Sitka Dock and the Alaska Railroad, sponsor at a supporter level. At our podium, representatives from Sitka interact with cruise executives who attend the tradeshow as well as during invite only events that offer face-to-face time with decision makers within the cruise industry.

This is one of the important contacts we make with cruise executives to encourage cruise travel to Sitka. By increasing our visibility as a port and building relationships, Sitka has seen increases in cruise passenger counts, new ships into our market, as well as increases in sales tax and bed tax collections from cruise passengers returning as independent travelers. **Since 2018, Sitka has seen an increase in Cruise passengers of 33+% (Southeast by the Numbers).**

Over the past several years, the City of Sitka has sent a representative to participate in the trade show and industry events to show that the local government is actively supporting Sitka as a cruise destination. At this time, representatives from Sitka include myself; Laurie Booyse, Visit Sitka; representatives from Allen Marine Tours and Chris McGraw, Old Sitka Dock.

I strongly encourage the City's continued participation in Seatrade by selecting a representative, **Assembly member or our new Administrator**, and showing a strong voice that Sitka is here and ready for the cruise industry.

Respectfully,

Rachel Roy, Executive Director  
Greater Sitka Chamber of Commerce | Visit Sitka



More information about Seatrade can be viewed on their website at [seatradecruiseglobal.com](http://seatradecruiseglobal.com).  
Pictured above, Sitka's representatives at the 2018 Seatrade Cruise Global Expo.