

THE GREATER SITKA chamber OF COMMERCE

MISSION STATEMENT

THE GREATER SITKA CHAMBER OF COMMERCE IS A VOLUNTARY ORGANIZATION OF BUSINESS AND COMMUNITY LEADERS WHO PROMOTE, SUPPORT, AND FACILITATE COMMERCE AND ECONOMIC GROWTH IN THE COMMUNITY.

January 16, 2018

Dear Sitka Assembly Members:

The annual Seatrade Cruise Global is being held March 5th through the 8th in Fort Lauderdale, FL. Visit Sitka will participate in collaboration with Alaska Travel Agency 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 are able to 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.

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; Sherry Aitken, Visit Sitka; Chris McGraw, Old Sitka Dock as well as a representative from Tribal Tours (Sitka Tribe of Alaska).

I strongly encourage the City's continued participation in Seatrade by selecting a representative, Assembly member or 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. John Binkley of Cruise Line International Association- Alaska pictured above with Sitka's representatives at the 2017 Seatrade Cruise Global event.