

Visit Sitka

Greater Sitka Chamber of Commerce
Convention and Visitor Services Contract

Alaska's Travel Industry

- Record number of Visitors to Alaska 1.8 Million!
- Some sectors visitor traffic is FLAT in 2017
- SE Visitor Industry expected to grow 6% in 2018
- Cuts to State Marketing Program 2017
 - No National Print Ads
 - No Television Ads
 - No Printed Planner
- 49th place for US State Marketing Investment
- Proposed Alaska Tourism Improvement District proposed

Southeast's Travel Industry

- SE Most Visited Region in the State
- Visitor Industry = 24% of Private Employment
- Top Industry Sector in both Jobs and Wages
- Marketing Budget
 - Juneau- \$1.3 Million in 2017
 - Additional: Local investment in new docks
 - Ketchikan- \$1 Million +

Sitka's Travel Industry

- Visitors arriving to Sitka 2017
 - 82% Cruise Ship Passengers
 - 17% Air Passengers
 - 1% Ferry Visitors
- Sales Tax revenues increased 12% FY2015 to FY2017
- Bed Tax revenues increased 22% FY2015 to FY2017
- 47% Increase to visitors to Sitka CY2015 to CY2017
- 144% increase in media coverage 2016-2017
- 209% increase in social media engagement 2016-2017

Sitka's Travel Industry

- Sitka Visitor Activities – Top 5
 - Shopping 77%
 - Cultural 50%
 - Wildlife Viewing 45%
 - City Site Seeing Tours 37%
 - Hiking/Nature Walk 31%
 - Fishing 13%
- Sitka satisfaction rating= 78%
 - (state 75%, Juneau 76%, Ketchikan 77%, Hoonah 76%)
- Bed Tax revenues increased 22%
FY2015 to FY2017
- Average per person visitor spending \$353
(not including transportation)
- Visitor Origins: Western US 50%, Southern US 21%, International 11%
- Repeat Visitors to Alaska: 36%

Alaska's Travel Industry

- 2018

- 3 New Ships into Sitka Market
 - Star Legend, Carnival Splendor and Carnival
- Second Large Ship Berth at Old Sitka Dock – Private investment
- Cruise Passengers flat
 - 150,000+ berths
 - Smaller Ships Moving to a boutique market

- 2019 Outlook

- Increase of 50,000 to Sitka
 - Larger ships replacing smaller ships
 - Additional ships including Axiata, Cunard, Disney, etc.

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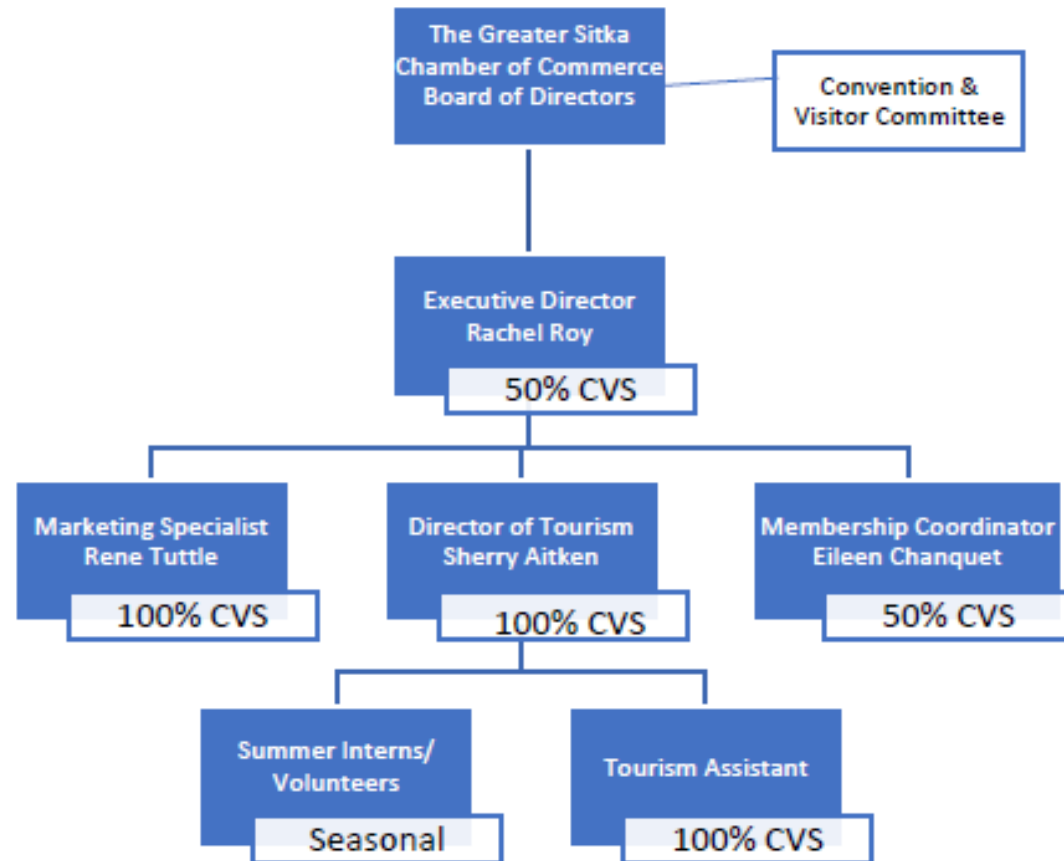
Board of Directors



Chris McGraw, President, Halibut Point Marine/Old Sitka Dock
Markos Scheer, Vice-President, Williams Kastner
Ashley Eisenbeisz, Secretary, Russell's
Travis Vaughan, Treasurer, RE/Max- Baranof Realty
Mandy Odenheimer, Alaska Airlines
Lillian Owens, Northrim Bank
Alana Peterson, Backdoor Café
Caitlin Way, Fisheye Coffee

The Board of Directors is the government and policy-making body of the Greater Sitka Chamber of Commerce. It authorizes the program of work, approves the budget, controls its property, receives and acts on committee and staff recommendations and directs the general operations of the Sitka Chamber.

Visit Sitka's Team



Sitka's Travel Industry = Growth

Since 2015:

- 47% increase in Visitors to Sitka
- 22% increase in bed tax revenues
- 12% increase in City Sales Tax

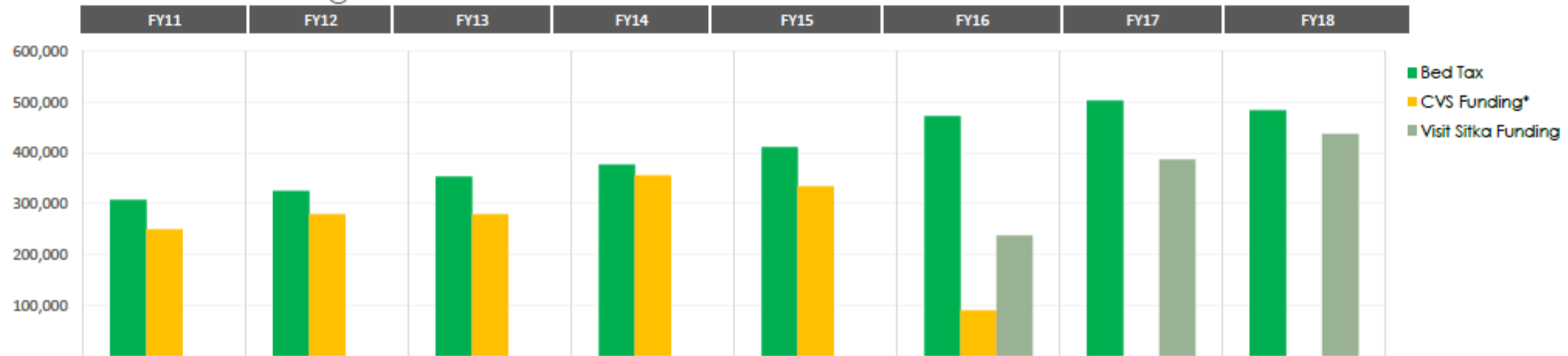
City Bed Tax Revenues



CBS Bed Tax is 6%

Bed Tax vs. CVS Funding

Bed Tax vs. CVS Funding FY10-FY17



Actuals	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Bed Tax	307,890.00	325,351.00	354,158.00	377,547.00	411,916.00	472,900.00	503,439.00	484,000.00
CVS Funding*	250,240.00	280,048.00	280,000.00	355,818.00	335,000.00	90,092.00	0.00	0.00
Visit Sitka Funding	0.00	0.00	0.00	0.00	0.00	237,500.00	387,126.00	437,572.00
% of Bed Tax	0.81	0.86	0.79	0.94	0.81	.19/.50	0.77	0.90

*funding to Sitka CVB & other

Visit Sitka only had 3
quarters
\$225,000 to VS by
contract

Projected Bed Tax - Not
Final

State-wide Outreach and Participation

Visit Sitka collaborates with State-wide tourism related groups, committees & commissions including:

- following:
- Alaska Travel Industry Association (ATIA),
 - Cultural & Heritage ATIA Chapter (Sherry Aitken-Chapter President)
 - ATIA Tourism Policy & Planning Committee
 - ATIA Community Relations Committee
 - ATIA Tourism Improvement District (TID) Committee
- Southeast Alaska Tourism Council (SATC)
- a variety of Destination Marketing Organizations (DMOs) throughout the state including Anchorage, Fairbanks, Juneau and Ketchikan
- AK Department of Economic Development
- State of Alaska Tourism Office
- Juneau Economic Development Council-Visitor Products Cluster Group
- Southeast Alaska Guides Organization
- Southeast Conference- Visitor Industry Committee

Visitor Services

- 15 Seasonal Volunteers
- Appx. 13,450 in-person contacts
 - Visit Sitka Information Center (104 Lake St.)
 - Seasonal Visitor Information desk in Harrigan Centennial lobby
 - onboard the World Residensea
- Sitka Hiking Map has be re-designed for new planner
- Downtown walking map has been modified to feature downtown shopping areas plus emphasize cruise dock shuttle drop-off



Visitor Services

- Supported city pilot Shop + Dine shuttle project
- Television monitor with promotional loop installed at Sitka Airport
- Sitka Visitor Guides are distributed locally at the following locations-
 - Alaska Marine Highway Ferry Terminal
 - Old Sitka Dock
 - Sitka Airport,
 - Sitka Harbor Department,
 - all lodging: hotels, bed & breakfasts, vacation rentals,
 - various businesses throughout Sitka.

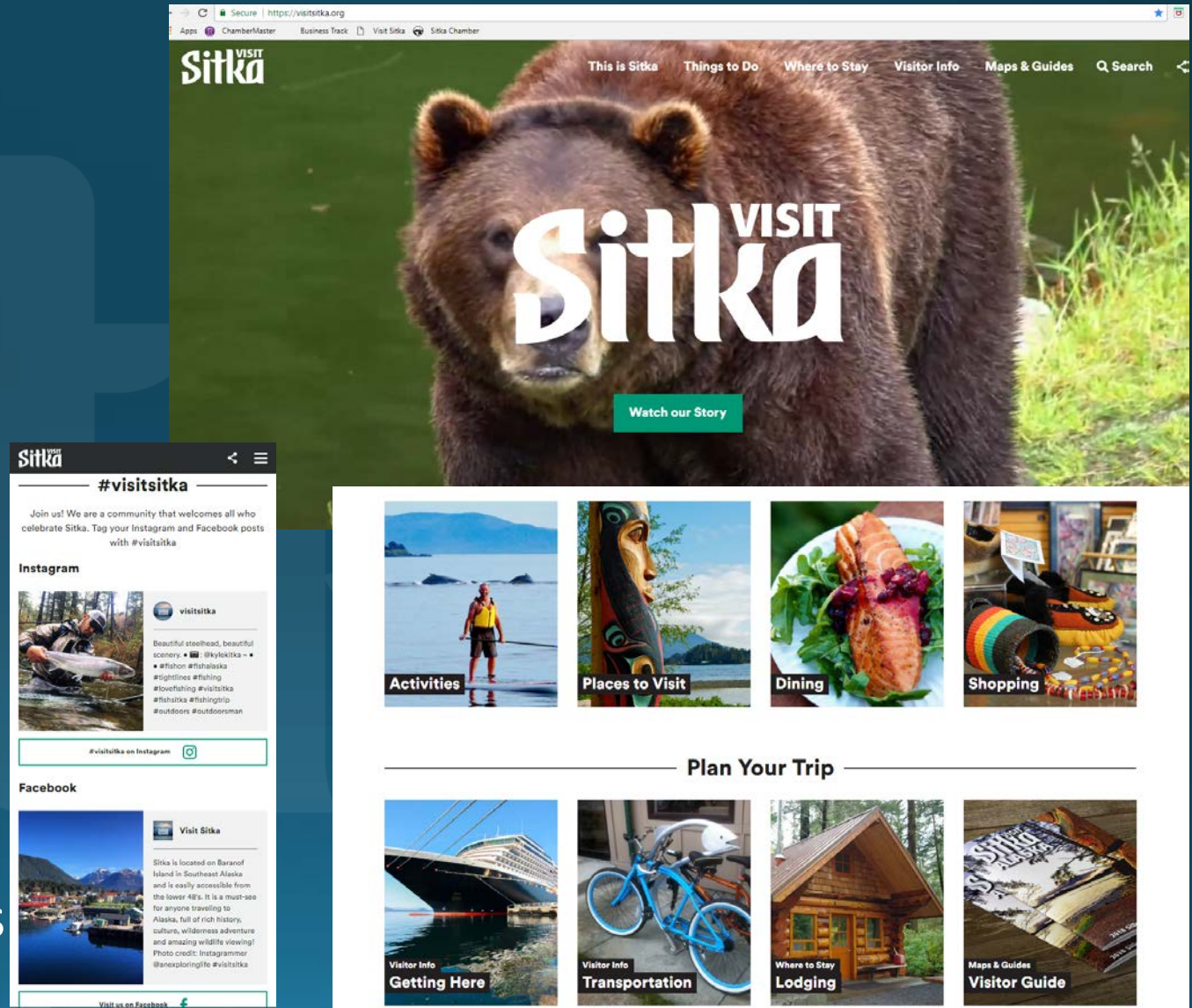


Visit Sitka.org

New Website Launched Fall 2017

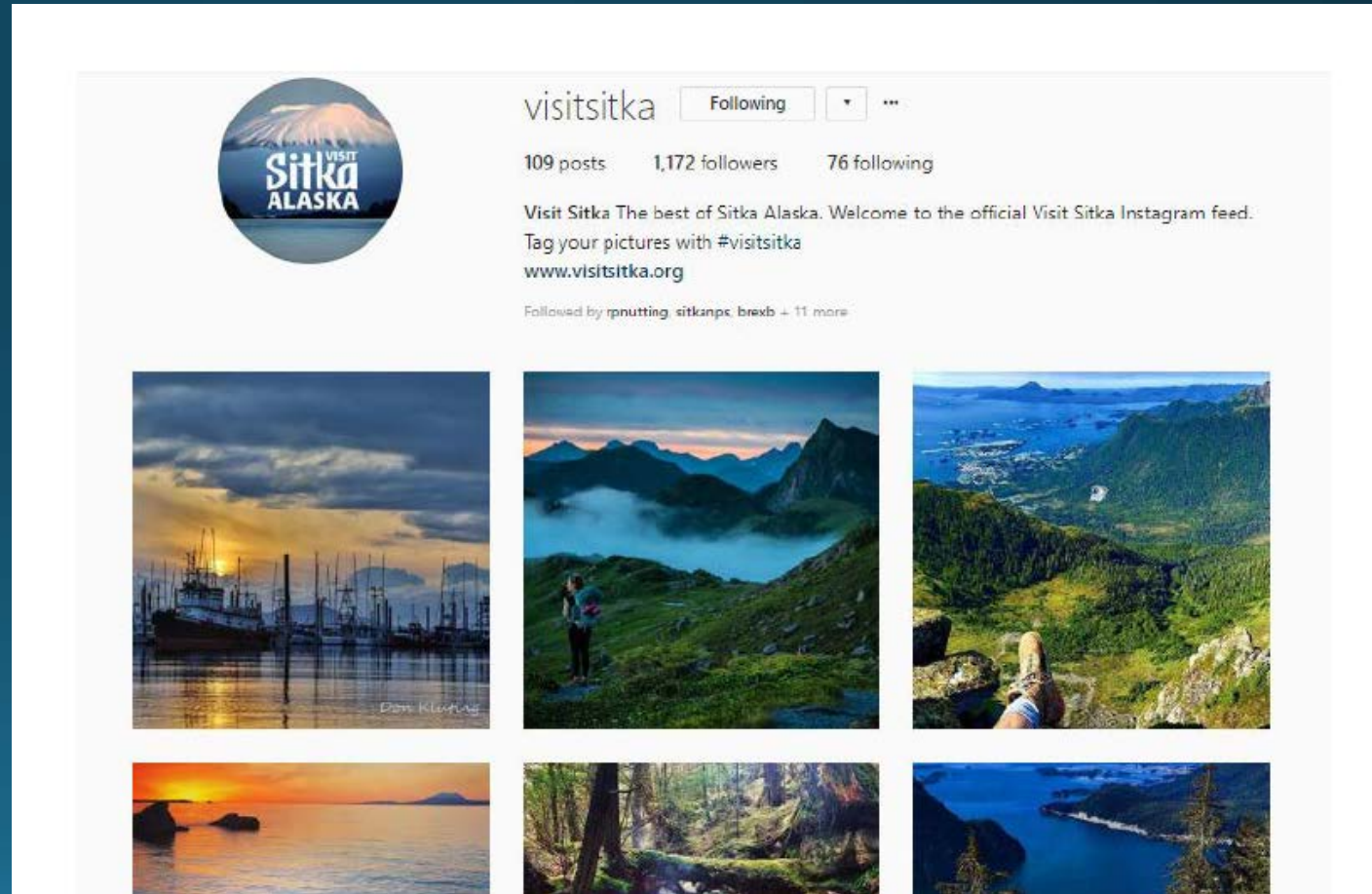
- New Design-Implementing Brand
- Mobile Optimized
- Social Media live feeds
- 84,000 Pageviews since launch!!

2018/19: Search Engine
Optimization (SEO),
Branded Content-Blogs and Stories



Example- Digital Media

- New Instagram Page
 - #visitsitka
- Over 1,000 Followers since 10/17



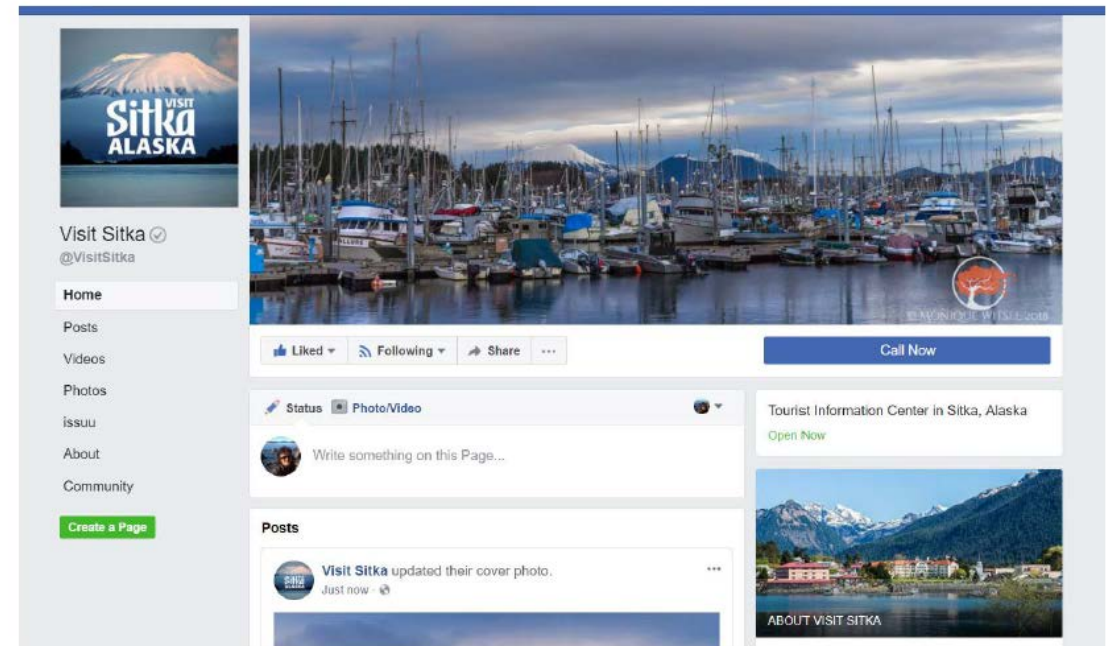
Example- Digital Media

- New Instagram Page
 - #visitsitka



Visit Sitka Facebook Page

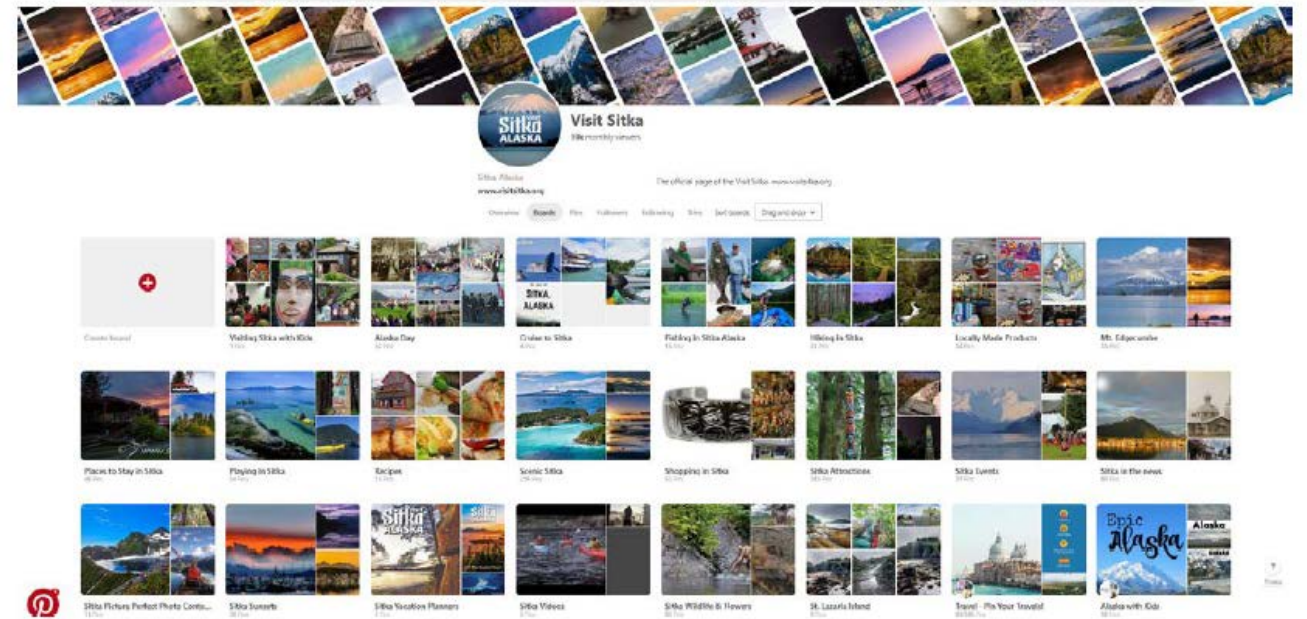
65,568
Facebook
Followers



Example- Digital Media

- Pinterest Page
 - Rebranded Visit Sitka
 - 10,000 Monthly Viewers

Visit Sitka Pinterest Page



Promotion- 28 Digital/Print Ad Buys

- Example Print Ads in top magazines
 - Example: Sunset Magazine
 - 320,000 Monthly Subscribers
 - Northwest Travel & Life
 - 340,000 Monthly Subscribers



Travel Trade Promotion

- Cruise Promotion
 - North American Career Travel Agents Association: 325 Active Sellers of Cruise Travel
- Trade Shows
 - 5 Trade shows
 - Consumer (Charter/ Air/Cruise)
 - Convention
 - Tourism
 - Cruise
 - Travel Trade

Sitka VISIT

Over 600 Sitka
Vacation Guides
Distributed

Visit Sitka Booth at the San Diego Travel & Adventure Show



Cruise Promotion

- Seatrade 2018
 - 11,000 Cruise Professionals
- On-board relations and Services
 - Shore Excursion staff



Cruise Promotion

- Sample of Community Event/Engagement
 - 1,500 meals served!



Convention Promotion

Print Ads Examples

- Meetings & Conventions
- Reaching 50,000 Full-time Meeting Planners
- Small Market Meetings
- 10,000 Qualified Meeting planners
- Alaska Business Monthly
- 75,000 Monthly Readers

WHAT WE SPEND ON MEETINGS

M&C's exclusive research on budgets, site selection, negotiations and more.

Affordable Canada: Where to go now.

IMEX America in the spotlight.

Survey: Ethics and the meeting planner.

The Convention • • • • •

ALASKA'S 100 LARGEST EMPLOYERS

Alaska Business MONTHLY Digital Edition

CORPORATE

ALASKA BUSINESS MONTHLY is the premier source for information on the state's largest employers. The magazine provides a comprehensive overview of the state's economic landscape, including a list of the top 100 largest employers. The magazine is available in both print and digital formats.

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ENHANCE YOUR TEAM'S PERSPECTIVE

Imagize team with an spectacular meeting facilities at lower a meeting lodge and business stadium at a lodge. Enhance team building with a custom view a business stadium and enjoy healthy meeting property a custom view a business stadium.

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Visit Sitka

BEA, where business meets to pleasure.

Visit Sitka.org or call 907-747-8604

Small Market Meetings

The Publication for Planners Who Travel for Work

Answer The Call of SOUTHEAST ALASKA

CVB Housing Bureau

Meetings at Art Museums

Nevada's Meeting Resorts

Small Market Meetings

The Publication for Planners Who Travel for Work

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Convention Promotion

- Email Blast to 23,294 Registered meeting planners
- Pop-up Juneau Meeting Planner Workshop



----- Forwarded message -----
From: Meetings and Conventions Updates <Meetingsupdate@northstartravelmail.com>
To: "Rahman, Ashkur" <arahman@ntslc.com>
Cc:
Bcc:
Date: Tue, 19 Dec 2017 19:40:36 +0000
Subject: Test Send - Meet Sitka, Alaska: Small Meetings Mecca on the Outer Coast of Alaska



Meet Sitka.



#MeetSitka - a small meetings mecca.

Alaska's Most Charismatic City! Nestled against lush, forested mountains, Sitka's historic Russian Cathedral spires still rise above this surprisingly cosmopolitan town perched on the "outside" of Alaska's Inside Passage. With a delightful fusion of art, culture and wilderness, Sitka promises more than just big nature and frontier activities for your next meeting.

After a quick 2-hour flight from the "lower 48", step into a community filled with unique restaurants, boutique shopping and historic sites all within walking distance of meeting facilities and lodging.

Plan your next meeting in Sitka



Alaska Raptor Center

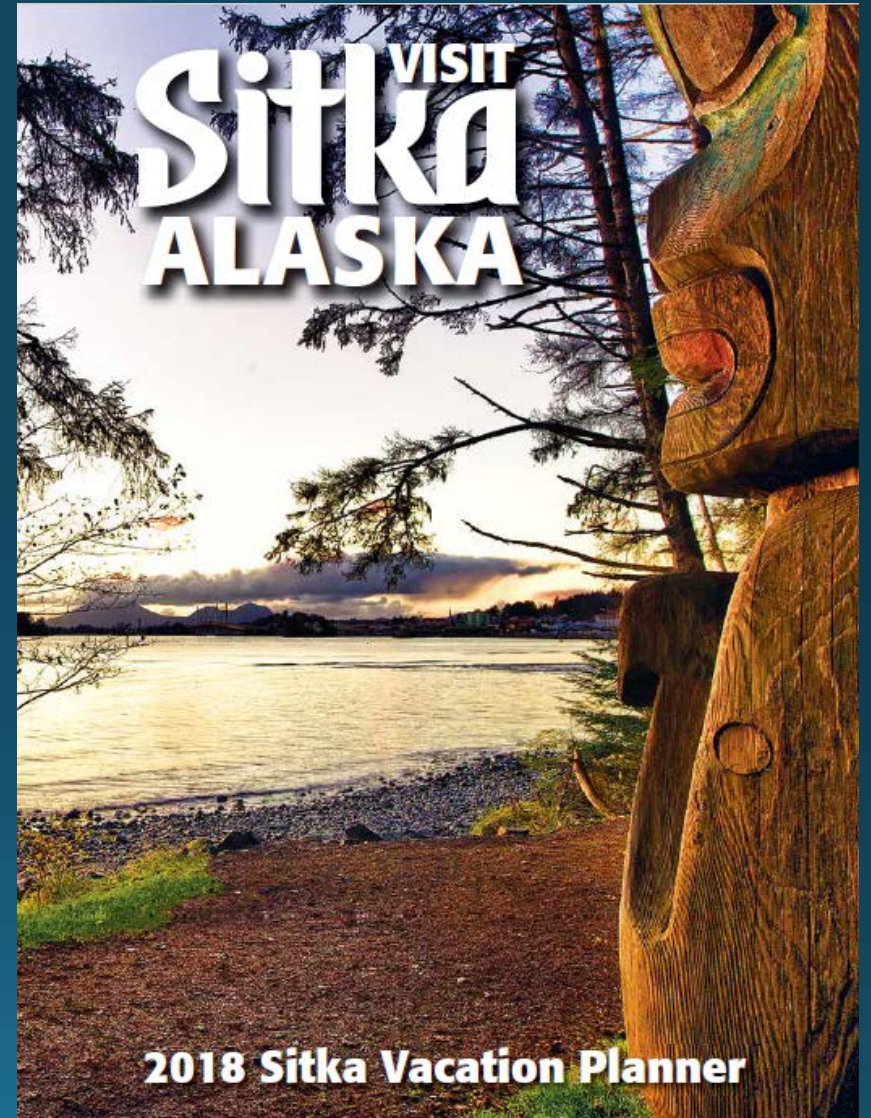


Sheldon Jackson Campus Meeting Facility

To learn more about Sitka and our meeting amenities contact Sherry Aitken at tourism@visitsitka.org or at 907-747-8676.

Sitka Visitor Guide

- Digital and Print Versions
- 35,000 Printed and Distributed



Future Planning

- Brand Realignment-reposition Sitka's offer as a travel destination, creating
 - appeal to new target audiences
 - injecting fresh life into existing audiences.
- Continue to advance the VisitSitka.org
 - website technical components
 - brand content
- Travel / Trade Show Booth Redesign- booth keystone will be an "out of the box" audience experience.
- Further social media development
- Create Visit Sitka branded content including
 - promotion video stories
 - photography
 - blogs
 - Newsletters
 - collateral pieces

Conventions and Meetings

- 2017 Meetings, Events & Conventions
 - Sitka Hosted 20
- 2018 Outlook
 - 21 on the calendar



THE 1 GREATER 1 SITKA
chamber
OF COMMERCE

Rachel Roy, Executive Director

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