



## Explore Skagway Tourism Director Report – December 2023/January 2024

### A. This is Skagway Photo & Video Contest Winners.

- a. Photo Contest Winner is: Niyah Woolstenhulme
  - i. <https://www.facebook.com/photo?fbid=942132640871436&set=a.348534770231229>
- b. Video Contest Winner is: Josh Caswell
  - i. <https://www.youtube.com/watch?v=hIC28OCFWeQ>

### B. Holiday Lights Contest

- a. Thanks to Royal Caribbean for donating cash and cruise prizes to support this contest over the last several years, and Wendy Lindskoog for her continued outreach and community engagement.
  - i. 1st Place Business \$300: Red Onion Saloon
  - ii. 2nd Place Business \$200: Skagway Chamber of Commerce
  - iii. 1st Place Residence \$300: Elizabeth Smith
  - iv. 2nd Place Residence \$200: Sean Watson
  - v. Royal Caribbean Cruise Winner: Zach & Mary Turner

### C. Tourism Industry Association of the Yukon (TIA Yukon)

- a. I've scheduled a meeting with Julia Heiroth, Senior Coordinator, Outreach & Development to discuss cross-border tourism issues and ideas. And to collect Yukon's feedback on Skagway's Tourism Best Management Practices.

### D. Port Communities of Alaska

- a. Met on January 3, 2024 via zoom for updates from SE Communities.
- b. Ketchikan, Hoonah, Sitka, Juneau and Skagway shared updates on infrastructure, dock projects, transportation planning, shore power, passenger disbursement, passenger fee projects and more.
- c. We are still working to formalize this group through Alaska Municipal League.

### E. CBC Radio Yukon Mornings

- a. Jaime interviewed Elyn from CBC Radio on January 9<sup>th</sup> to update Yukoners on what we have in store for 2024.
- b. <https://www.cbc.ca/listen/live-radio/1-393-yukon-morning>

### F. KINY Radio Community Connection

- a. Due to technical problems at the radio station, Explore Skagway was not asked to contribute to "Community Connections" for several months. But the problems are fixed and our interviews on Friday mornings will be back weekly starting on January 26<sup>th</sup>.
- b. <https://www.kinyradio.com/>

### **G. Skagway School Art Display**

- a. Please come view 79 incredible snowman drawings crafted by Skagway School Art Students at AB Hall during the month of January.

### **H. Workforce Development Resources**

- a. LEAVE NO TRACE: Free Training supporting sustainable & responsible tourism
  - i. <https://learn.lnt.org/>
- b. Cultural Host Training Available on February 15<sup>th</sup> from 1-5pm at STC
  - i. <https://www.skagway.com/events/>

### **I. Spruce Root Regional Transformative Scenario Planning for the future of Southeast Alaska.**

- a. This year, I will be participating in this exercise with 37 other individuals from municipal, state, tribal, private businesses and non-profit organizations led by Reos Partners.
  - i. <https://reospartners.com/transformative-scenarios>

### **J. ATIA (Alaska Travel Industry Association)**

- a. Bricker will remain on the Government Relations Committee and Cultural Enrichment Committee in 2024.
- b. ATIA will receive a Bronze Adrian Award for its winning entry the website category for the “AKA Also Known As Alaska” Advertising Brand Campaign.
- c. Welcome to Alaska! Explore the five regions - Arctic, Interior, Inside Passage, Southcentral, and Southwest - through the eyes of the First People of the Land.
  - i. [https://www.youtube.com/watch?v=pmbde4\\_o8M](https://www.youtube.com/watch?v=pmbde4_o8M)
- d. Greetings from the First People of Alaska
  - i. <https://www.youtube.com/watch?v=-69BMjFRnfg>
- e. ATIA released their Tourism Impact Model report by Destination Analysis for data collected between May 2022-April 2023 and some of the interesting statistics are listed below.
  - i. Alaska saw 2.7 million visitors who spent an average of 8.5 nights in the state.
  - ii. Alaska's visitors directly spend approximately \$3.9 billion in the state, with a total economic impact of \$5.6 billion.
  - iii. Alaska's Travel industry supported 43,661 jobs.
  - iv. The Inside Passage is the most visited region seeing 67 percent of travelers.

### **K. Royal Caribbean Group leads overview of Guest Satisfaction survey results**

- a. On January 12<sup>th</sup>, I attended a presentation via zoom to learn more about the RCI guest experience last year.
  - i. Overall, the experiences were great! And our destination, generally speaking, outperformed other port in overall satisfaction. We appreciate RCI for sharing this information with SVD so we can

identify areas to improve with their help which includes working with Shore Ex & Hotel Ops management.

**L. Cruise Line Industry Association Pacific West Cruise Symposium**

- a. February 1<sup>st</sup> in Seattle. I hope to advocate for better ship to shore, shore to ship and ship to passenger communications to continue improving the visitor experience and help locals stay informed about all ship/passenger info in a timely manner.

**M. Winter Hours of Operation for Skagway Businesses**

- a. Report your hours to [skagwayinfo@skagway.org](mailto:skagwayinfo@skagway.org)
- b. Find the list featured on the Skagway Visitor Department Facebook page at <https://www.facebook.com/thisiskagway>

**N. Juneau Economic Development Council's Visitor Products Cluster Working Groups**

- a. I've been attending several breakout work groups initiated by JEDC looking for regional solutions on several issues.
  - i. Winter Tourism
  - ii. Seasonal Workforce Housing
  - iii. Staff Recruitment, Retention, and Development
  - iv. Cultural Tourism
  - v. Infrastructure & Access
  - vi. Shared Value and Regenerative Tourism
  - vii. Outreach, Engagement, and Advocacy
    - 1. If you want to get involved, contact Brian Holst [bholst@jedc.org](mailto:bholst@jedc.org)

**O. Alaska Outdoor Alliance**

- a. 9th Annual Confluence Summit, April 3 - 5, at the Anchorage Museum
- b. <https://www.alaskaoutdooralliance.org/>
- c. Federal data suggests that the outdoor industry continues to grow and support local jobs and communities and that Alaska's outdoor recreation contribution to the state's economy increase nearly 30 percent from \$2.1 to \$2.6 billion; the second largest increase in the nation.

**P. 2024 Cruise Schedule**

- a. The latest schedule from CLAA is dated 12/04/2023, the first ship scheduled for April 26<sup>th</sup> and the last ship slated for October 23<sup>rd</sup>.
- b. [https://claalaska.com/?page\\_id=1551](https://claalaska.com/?page_id=1551)
- c. The Skagway Visitor Department version of the cruise schedule with estimated passenger numbers will be available just prior to the season starting.

**Q. 2023 Other Interesting Statistics**

- a. Buy Alaska reported the following economic highlights in the State of Alaska for 2023 (source was IBIS World 2023):
  - i. 18 distilleries & 71 craft breweries
  - ii. Coffee production revenue in Alaska was \$90.1 million
  - iii. Craft Breweries paid \$24.4 million in wages

- b. ATIA's Tourism Impact Model by Destination Analysts reported the following for 2023 in the State of Alaska

**R. Medias, Ads & Internet finds for Skagway & Alaska Industries**

- a. Skagway Splendors: A Journey Through Alaska's Historic Gateway With Alaska Shore Tours
  - i. <https://www.natureworldnews.com/articles/59468/20231114/skagway-splendors-a-journey-through-alaskas-historic-gateway-with-alaska-shore-tours.htm>
- b. New Cajun Restaurant Set To Open North Broadway Next Summer
  - i. <https://khns.org/new-cajun-restaurant-set-to-open-north-broadway-next-summer>
- c. This state that booms in summer might be even better under the snow.
  - i. <https://www.cnn.com/travel/alaska-tourism-winter-adventures/index.html>
- d. From canine commuters to a 'brown blob': Meet the North's animal newsmakers of 2023
  - i. <https://www.cbc.ca/news/canada/north/north-animal-newsmakers-2023-1.7064438>
- e. Dog Walker Plays Santa by Delivering Christmas Treats To Well-Behaved Pack of Pups
  - i. <https://paradepets.com/pet-news/dog-walker-santa-treats>
- f. Second Skagway Smoke Shop Secures Next Step
  - i. <https://khns.org/second-skagway-smoke-shop-secures-next-step>
- g. Montreal Locomotive Works DL535E diesel locomotives
  - i. <https://www.trains.com/ctr/railroads/locomotives/montreal-locomotive-works-dl535e-diesel-locomotives/>
- h. Rockfall-mitigation work on tap for Alaska community hit by deadly landslide
  - i. <https://alaskabeacon.com/briefs/rockfall-mitigation-work-on-tap-for-alaska-community-hit-by-deadly-landslide/>
- i. Denver Caboose closed for the winter
  - i. <https://localfirstmediagroup.com/denver-caboose-closed-for-the-winter/>
- j. Why I took my 91-year-old grandfather on a trip of a lifetime
  - i. [https://www.sbs.com.au/news/insight/article/why-i-took-my-91-year-old-grandfather-on-a-trip-of-a-lifetime/ot9tvak68?fbclid=IwAR1xyig\\_9gWMVROXrxYt1B9J62jT9aV4PU0NTdESCbc4pp\\_o3m6ayJySnEU](https://www.sbs.com.au/news/insight/article/why-i-took-my-91-year-old-grandfather-on-a-trip-of-a-lifetime/ot9tvak68?fbclid=IwAR1xyig_9gWMVROXrxYt1B9J62jT9aV4PU0NTdESCbc4pp_o3m6ayJySnEU)
- k. Anchorage Democrat proposes statewide bed tax
  - i. [https://www.newsminer.com/news/local\\_news/anchorage-democrat-proposes-statewide-bed-tax/article\\_ebcccb2e-af2b-11ee-9acb-774f5d99e1d7.html](https://www.newsminer.com/news/local_news/anchorage-democrat-proposes-statewide-bed-tax/article_ebcccb2e-af2b-11ee-9acb-774f5d99e1d7.html)
- l. The Case for Visiting Alaska in Wintertime

- i. <https://www.cntraveler.com/story/the-case-for-visiting-alaska-in-wintertime#:~:text=%E2%80%9CWinter%20here%20is%20the%20absolute,punishing%20than%20you%20might%20think.>

**S. Tourism Best Management Practices 2024**

- a. SVD is drafting the 2024 program to include some improvements and we hope to have that updated by early March.
- b. Thanks to the 37 businesses that participated in 2023! By participating in the TBMP Program, you contribute to the promotion of sustainable tourism and you have gone above and beyond to provide exceptional experiences while preserving the natural and cultural heritage of Skagway.
  - i. <https://www.skagwaytbmp.com/partners>

**T. 2023 Visitor Stats from US Customs & Border Patrol**

2023 - 16C Monthly Stats for Port 3103 - Skagway, AK													
Data Element by Port	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total
Trucks	153	246	249	146	159	216	242	281	244	237	172	148	2,493
Truck Passengers Arriving	153	246	250	149	166	220	243	388	253	243	168	150	2,629
Buses	-	-	-	92	1,587	2,103	2,077	2,244	1,666	121	-	-	9,890
Bus Passengers Arriving	-	-	-	1,513	31,064	42,689	45,863	46,829	29,034	2,208	-	-	199,200
POVs	288	398	765	1,596	5,598	7,276	8,843	7,944	4,816	1,273	553	537	39,887
POV Passengers Arriving	683	957	1,866	3,396	11,646	15,872	19,913	17,446	18,089	4,279	1,326	495	95,968
Pedestrians Arriving	-	-	5	4	36	55	90	148	39	38	-	-	415
Trains	-	-	-	-	58	72	86	90	67	7	0	0	380
Train Passengers Arriving	-	-	-	-	14,353	17,160	19,610	21,198	9,207	576	0	0	82,104
Source													
CBP- 16C													
73103-01X													
Ships	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total
Passenger	-	-	-	12,753	178,466	235,666	261,897	254,683	178,919	43,421	-	-	1,165,805
Crew	7	-	24	5,115	77,097	101,165	103,571	100,716	74,878	17,540	-	-	480,113
Ships	3	1	2	7	79	106	107	108	73	12	-	-	498