

Excerpt from Nov 6 Stakeholder meeting

Mim McConnell- Presentation on Visitor Statistics

[See Handout]

Mim tells the Stakeholders that this Statistic report will replace the previous report, and she has updated the old information. She tells them that she found the amount of what the visitors spent per dollar, and that there are two pages of information in the report that are by month; one for Alaska Air, and one for the Ferry. After the bibliography, the last sheet in the report is a letter from Dave Wolf, which he had written to John Stein about a year ago. It discusses sales tax receipts from tourism, and also gives a projection of sales tax receipts for 2005. She tells the Stakeholders that this is the closest that she could find telling what passengers are spending per person downtown.

Q7) Historic, current, future trend for cruise passenger & charter in Sitka and SE - sizes of cruises? Global trend? Trend towards smaller, higher quality? (Economy A)

Stef: There is some trending, but not very much.

SH: People can look at Alaska traveler surveys. Visitor studies are where you can find information to give you a sense of the trend.

Stef: We can probably get information from the Cruise industry on this. Did the cruise ship group get into that at all? I am assuming that some of the information came from them.

Stef: There is historic data out there, and we could look at past years and probably a graph, to show cruise ship travel over the last 10 or 15 years.

SH: McDowell did a whole bunch of surveys. Cruise Industries are building bigger ships to carry more passengers, and the overall trend for the state is growing. Sitka has been pretty flat, and next year they are looking at a significant decrease. SEDA would probably have that information.

SH: The Sitka Charters Association might have some information.

Stef: The quality of the strategy is going to hinge on what type of information we have.

Stef: I am a little concerned that if we don't have easily gathered information, the report is going to be weak, and it would make me nervous about defending ourselves. Time is short, and next week Chris Beck will be here.

Stef: If we cannot get stakeholders to get the information, then we need to talk about how we are going to get it. So far we have been going by hearsay. Maybe this is a question for Chris Beck to research.

Stef asked the stakeholders if anyone would like to pursue information regarding Question G, Historic, current, and future trends for cruise, passenger, and charter in Sitka.

Ken Corson volunteers to pursue that information.

It was decided to keep this question open until the stakeholders review some more information at the meeting on November 20th.

Excerpt from Nov 27 notes:

Mim McConnell: Updated Visitor Spreadsheet:

Mim: Here is a revised and fixed Alaska Airlines Page from the original spreadsheet. The bottom section is what is new, and is what Sandy got from the Airlines. The other thing I have is an e-mail that I received from Skagway. The question to the different communities was finding out how they go about getting data to find out how much visitors are spending in the community. In Skagway the city breaks down the sales tax receipts into several groups. In Skagway, Cruise industries take care of reporting on how many people are on the ships, and have a monthly tally on the cruise ship calendars. SH: The only thing they can give you is an estimate. There is no real way to tell how many cabins are full. They don't have that; all they have is the estimates.

Mim: It was interesting to note too that the crewmembers spend about 40 percent over passenger numbers.

SH: The crew numbers are a lot lower when you have a lightering port as opposed to a docking port.

Historic, current, future trend for cruise passenger & charter in Sitka and SE - sizes of cruises? Global trend? Trend towards smaller, higher quality? (Economy A)

Ken Corson was asked if he was going to discuss Historic, current, future trend for cruise passenger & charter in Sitka and SE - sizes of cruises? Global trend? Trend towards smaller, higher quality?

He noted that the McDowell report has that information, and it has already been presented, and it is on the website for people to look at if they want to.

It was decided that there was enough information covered by the McDowell report on this question to red dot it.