

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.

Q8) Passenger traffic by week/month: planes; ferries; cruise (Economy C)

Stef: We have plane and ferry data, and some cruise data.

Q: What was the point of knowing it by week, understand needing it by month, but why week?

A: In order to have more detail. At one time cruise ships came in till the end of September, now they are dropping off a little earlier.

Stef: This is almost a parallel question to one that was answered already. We don't have cruise ship data month by month. This seems like a redundant question, which needs to be parked. We could easily get closure on this if we could get cruise ship stats or visitor stats.

SH: We don't have the actual numbers, but we really just need the estimates. People in those businesses should be able to give us actual numbers.

Q: Could the cruise committee get that information? How many people are getting off from the cruise ship?

A: It would definitely be part of a selling point, and would be worth trying to get a 5 year trend or whatever information is available.

Peter Gorman was asked to see what data is available regarding this issue. He would need to have the information for the 20th.

It was decided to close this question, after reviewing the information that Peter was able to find regarding Passenger traffic on Cruise Ships at the meeting on the 20th. As of now, the question remains open.

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.

Passenger traffic by week/month: planes; ferries; cruise (Economy C)

Peter Gorman was asked to inform the Stakeholders what he had found out on this question. He needed to find out how many people were getting off of the ships, and the other information is already completed by the spreadsheet that Mim did on visitor statistics.

Peter: Depending on a number of factors, it goes from a high of 95 percent to a low of 65 percent, with an average of 80 percent.

It was decided that an average of 80 percent of passengers get off the cruise ships, and this question was closed and given a red dot.