

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.

Q6) When do visitors come? (Visitor H)

SH: Visitors come all year round. We still get visitors in December.

Q: Couldn't the numbers showed of people flying out, also be locals coming and going on their own Christmas Break? In September it is probably school. It does not break it down between residents and visitors, either does the ferry.

A: We are lacking enough data to discern between visitors and residents.

Stef: That is a really broad question. What is a visitor? What is the definition of a visitor? It is a really vague question.

SH: Visitors come all the time, and they could come any time. What is the purpose of the question? To plan for the visitor industry, the whole year is open to us.

SH: Shouldn't define the visitor to coming all year long. Most visitors come in summer, and a whole bunch come on the Cruise Ships and a lot for charter fishing. What are we trying to plan around? We need to plan for visitors that we want to develop new markets to attract, and figure out when they would come. The vast majority of visitors come between May and September.

Cleo: The point of the question was when do most people come? So you can answer that question by what we have in front of us. Most people come during the tourist season.

This question was given a red dot and closed. It was determined that visitors come during the tourist season, generally May through September.