

Sitka economy as a whole – how does the visitor economy fit in?

Trends in Sitka's visitors

- Types of visitors coming (in terms of trip purpose, demographics)
 Feedback from “repeat customers”
- Trends in numbers of visitors (how many, length of stay)
- Visitor activities, level of visitor satisfaction

Visitor impacts

- Average spending,
 tax revenues,
 business opportunities,
 services subsidized,
 crowding,
 affects on main street retail,
 #s of emergency calls in summer v. winter,
 history of occupancy tax (“bed tax”),
 reports from city engineers/planners, public works, those who provide
 communication services to tourists
- Stories from Stakeholder experiences

other trends in tourism

- Other SE communities
 high-volume
 low-volume
 no-volume
- other Alaska trends in tourism
- other impacts (i.e. flightseeing noise)
- where is tourism in Sitka heading; what would evolve if we weren't engaged in this process?

Tourism “Resources”

- Examples of tourism plans from other communities
- Review of tourism attractions – natural attractions, history & culture, town itself
- Inventory of tourism services and facilities – lodging, charter boats, tour companies, etc.
- Analysis – what are strengths, what is missing, what additions are needed
- Negative impacts of tourism on communities

Community attitudes

- level of support for tourism
- Preferred types of tourism (specific markets, activities)

Current tourism marketing

- Current market image
- Marketing and promotion activities
- Funding mechanism
- Etc.