

Sitka Collaborative Tourism Plan

Question: What do we need to know in order to make good decisions about our concerns?

Topic: Economy

1=High	1=easy					1=lots	1=subjective	1=Expensive
13=low	15=difficult					13=little	10=objective	10=Free
Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
1	1	Historic, current, future trend for cruise passenger & charter in Sitka and SE - sizes of cruises? Global trend? Trend towards smaller, higher quality?	8	homework	existing reports, library, McDowell, NW Cruise Association	6	4	4
1	7	Economic impact by visitor category (cost/benefit):lg/sml cruise, lodge/charter; comm. fish; convention/mtng (whale fest, etc.); temp workers; students; family/friends; volunteers - Who does it impact?	10	content expert		2	4	2

Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
1	5	Passenger traffic by week/month: planes; ferries; cruise	13	subcommittee	McDowell, visitor bureau, Alaska Air, Harris Air, etc., Ferry System	4	4	4
1	3	# of local-owned charter boats vs non-local	16		State PFD list, six-pack license, Sitka business license			
1		Financial Benefit comparison between sport-caught and commercial caught fish	18	*note: define charter v. sport and financial benefit				
2	3	Business trends/turnover since 2000	3	subcommittee	state, chamber, city	4	4	5
2	6	Revenue by visitor type compared to SE towns	4	content expert	McDowell Group, other	1	3	2
2	1	Sitka sales tax revenue by quarter since 2000	12	subcommittee	City	7	4	5
2		% percent of local purchases at "tourist" businesses - define "tourist Business"	19					
3	8	Amount of visitor \$ that stay in Sitka	5	content expert		1	1	1

Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
3	2	How many beds by type of season	6	subcommittee	visitor bureau	6	4	5
3	3	# of full-time charter boats (5 year trend)	7	subcommittee	fish & game, city	5	3	4
3		Target species of charter boats	17		Survey Sitka airport boxes			
4	7	Value of locally produced goods	1	content expert		2	2	2
4	6	Type & Number of jobs in visitor industry (pay, seasonality, benefits, residency)	9	content expert		3	3	3
4	6	Sitka Harbor usage data by time	14	subcommittee	Sitka Harbor	4	3	4
5	5	Cruise Business model in Sitka (ie advertising cost to local businesses) - do they charge businesses differently than in JNO or KTN?	2	subcommittee	stakeholders	5	2	3
5	4	Historic perspective from other SE town: case studies (Juneau, Ketchikan, Skagway; Haines, Wrangell; Hoonah)	11	content expert, homework		3	2	4

Urgency	Accessibility	Information	Number	Delivery	Who Has It?	Time	Credibility	Cost
5	1	Known fees and taxes on visitors in Sitka (ie lightering fees, other port comparison)	15	subcommittee	City, SCVB	7	4	5
5		How many Sitka tourist-based businesses are locally owned/non-local	20					
5		Economic impact of a dock	21					
7		Industry's impact on housing costs/availability	22					
7		Seasonal Businesses' contribution to tax base (property, sales, bed)	23					
8		Overview/synopsis of current tax structure where it may relate to visitors.	24					