

Juneau's Visitor Industry

Positive Economic Benefits for our Community

Research Provided by Juneau Based Economic Firm, McDowell Group

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Visitors come to Juneau from all over the world

Although, most come from the West Coast, USA



Overview

Importance of Visitors to Juneau

The visitor industry is a critical component of Juneau's economy

Visitors bring a total of \$238 million of spending in Juneau

Spending supports both government and private businesses

Responsible for 2,800 total jobs out of 23,398 jobs in Juneau
Industry is the largest private sector employer in Juneau
Industry supports many careers

Responsible for \$27.7 million in total municipal revenues
Taxes support many local services

How Visitors Travel to Juneau

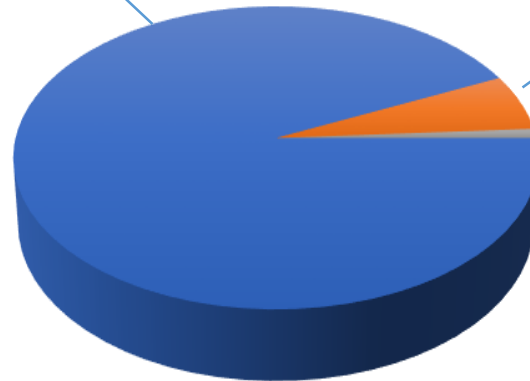
2016 Survey Results



Cruise Passengers = **93%**
1,015,000



Air = **6%**
61,000



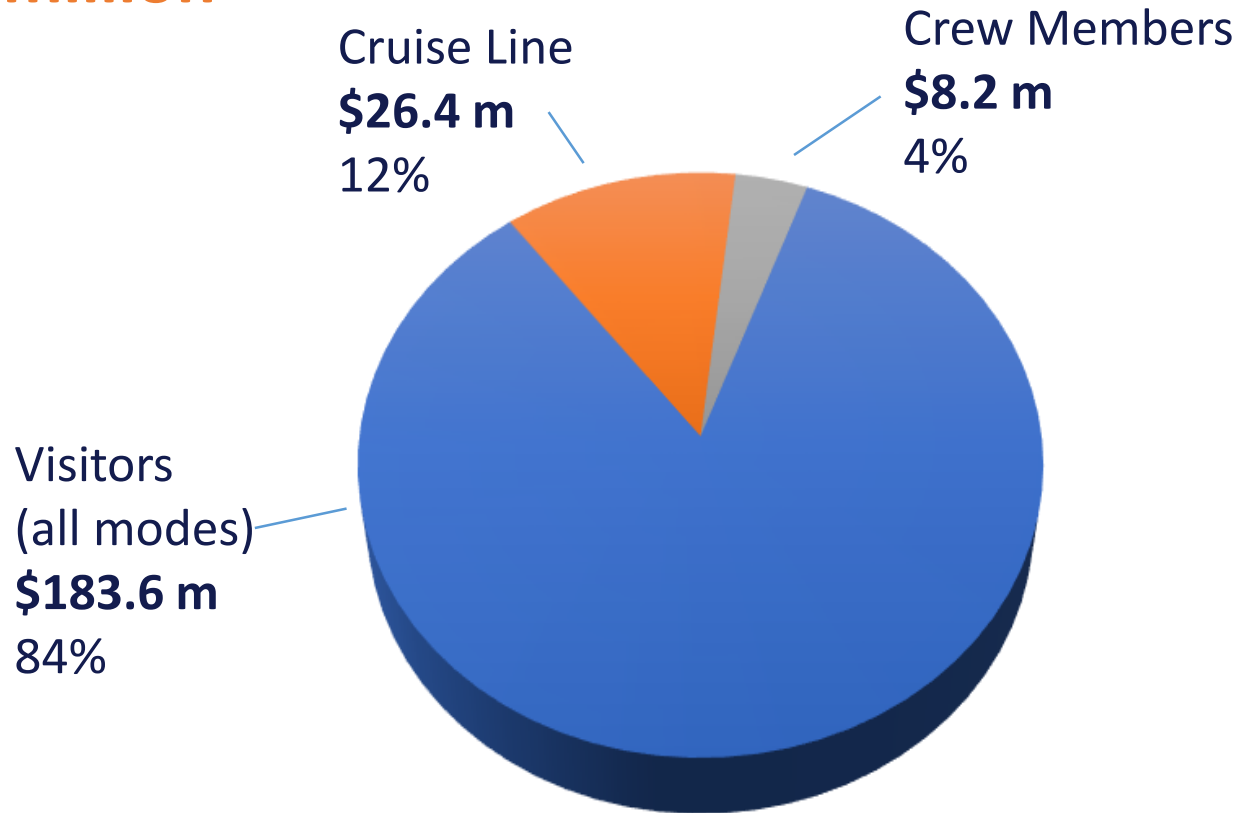
Ferry/Highway = **1%**
17,000

19% of repeat visitors previously came to Juneau on a cruise

Visitors Inject Millions into our Economy

Cruise Line and Crew Member Spending Also Important

Total Direct Spending
\$238 million



Spending by Transportation Mode

Juneau, 2016



Cruise Passengers = **93%**

\$164.4 million in taxable spending

(average \$162 per passenger)

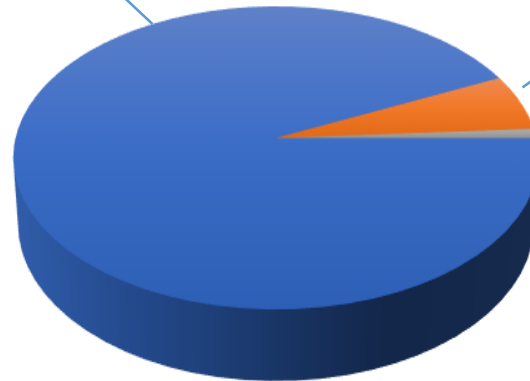
*not including crew or cruise line



Air = **6%**

\$38.4 million in taxable spending

(average \$630 per)



Ferry/Highway = **1%**

\$4.8 million in taxable spending

(average \$281 per)

***Cruise passengers on average are here for less than 1 day each but have the most significant positive impact on our local economy.**

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Visitor Spending Generates Millions in Taxes

Sales Tax

\$10.4 million available for local government services
22% of all entire year-round tax collected

Property Tax

\$2.2 million available for local government services

Cruise Ship/Marine related tax revenue = \$14 million

TOTAL VISITOR SUPPORT OF CBJ SERVICES = \$27.7 million a year

Tax revenue from visitors helps keep local sales and property taxes lower for residents of Juneau

Summer Visitor Spending Benefits Our Community Year-round

Sales and property taxes fund many local services such as:

Schools

Police & Fire

Roads & Transportation (buses)

Libraries

Nearly every aspect of local services is supported by visitors

Summer visitors also support programs mostly for locals:

Eaglecrest

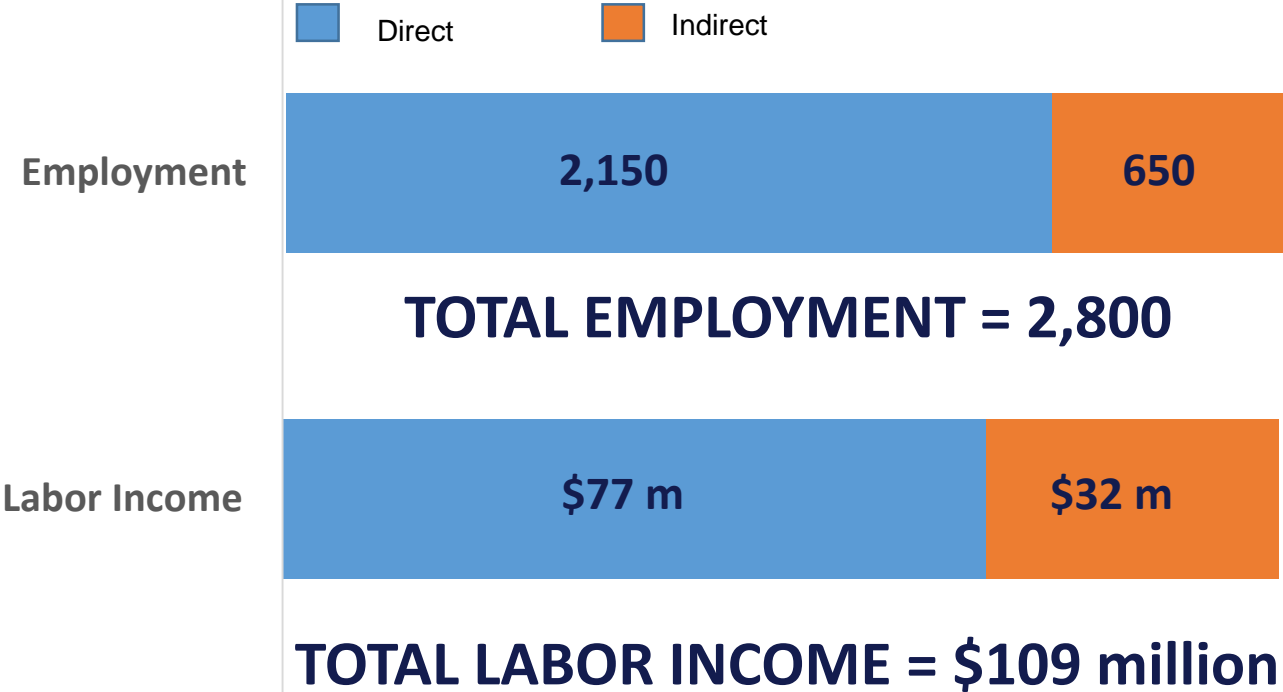
Treadwell Ice Arena

Parks

*** Visitor spending helps fund these services and more, keeping local property and sales taxes lower.**

Visitor Spending Creates Local Jobs

Visitor Industry Employment and Labor Income

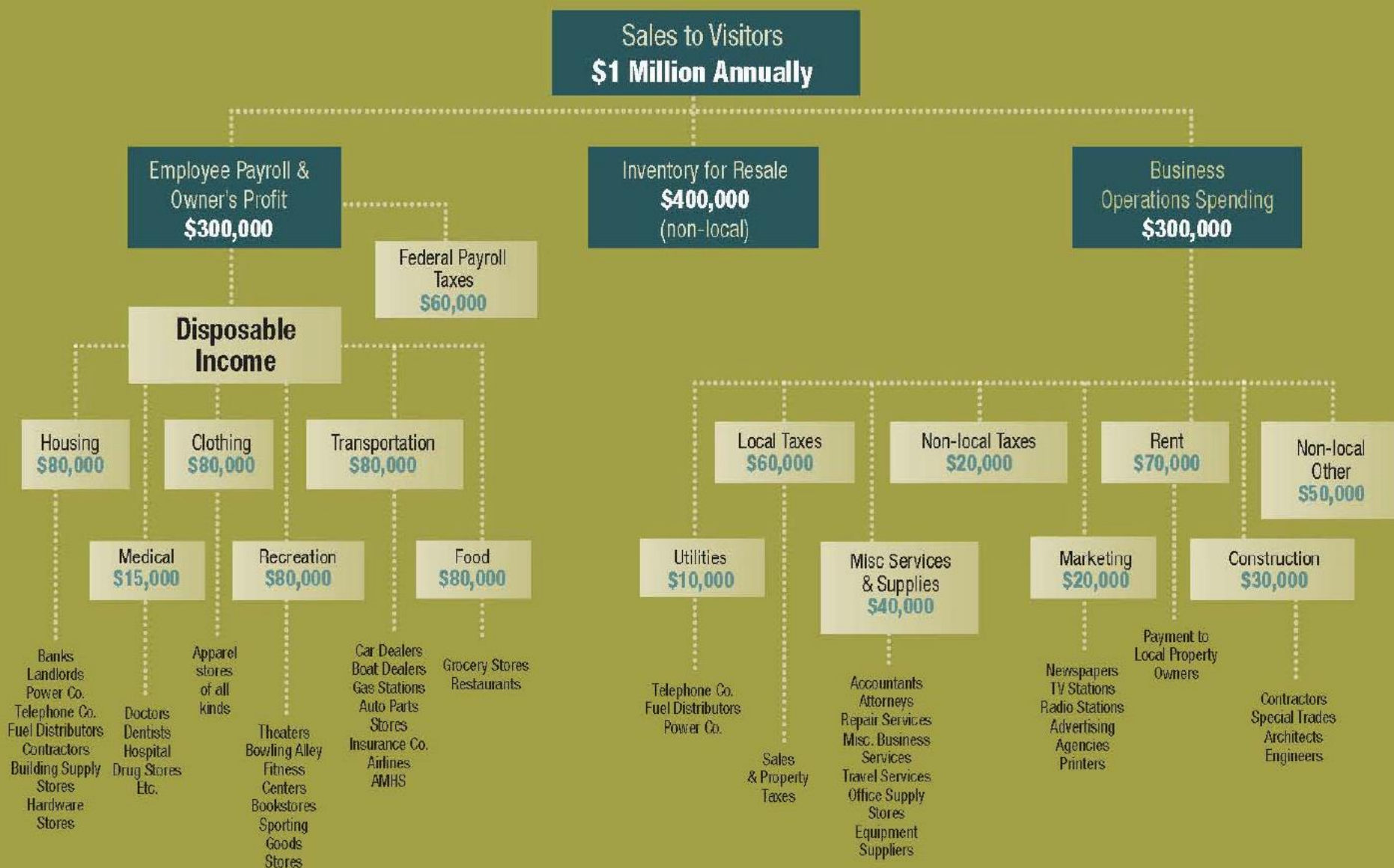


***Retail, tour guide, and bus driver are typical jobs, but visitors support more jobs than you might think**



Example, How Spending Creates Jobs

Follow the money as it circulates through our economy



Examples of Supported Careers

Engineers – Public and private engineers needed to meet infrastructure needs (roads, docks, buildings, utilities)

Health Care – Visitors utilize and fund local health care services

Pilot – Airplane and Helicopter Pilots are needed for tours and transporting visitors; Mechanics are also important

Biology – Visitor hunting and fishing licenses support fish and game management programs

Business Owner – Visitor spending creates many opportunities for entrepreneurs

The Future of the Industry in Alaska

	2017	2018 (projected)	2019 (projected)
Ships	33	34	37
Voyages	497	519	567
Passengers	1,089,700	1,165,500	1,310,000

2017 to 2019 Growth = 20%

*Figures are statewide, Juneau receives approximately 99% of all statewide passengers

What does the future hold?

220,000 additional cruise passengers (2017 to 2019)

Additional \$36 million in visitor spending

Additional \$1.8 million in sales taxes for CBJ

Support greater percentage of local services

Greater opportunities for small business owners

More jobs for Juneau!



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