

Sitka Convention & Visitors Bureau

Mission Statement:

To market Sitka as a visitor destination and meeting site and to enhance the economy of the community.

**"One's destination is never a place,
but a new way of seeing things."**

-- Henry Miller



Sitka Convention & Visitors Bureau (SCVB)

Funding: 3 sources

Staff: 3 ½ staff year-round,
1 part-time summer

Members: 179

volunteers: 7



Members Categories:

Accommodations, Attractions, Bike Tours/Rentals, Boat Rentals, Cruise Companies, Diving / Underwater Exploration, Fishing, Golf, Kayak Tours/Rental, Professional Services, Restaurants, Sightseeing Tours (ATV, bus, van, historical, walking, Wildlife, Flight-seeing and Ocean), Boat Tours and Transportation

Funding The SCVB Over the Years



	Bed Tax appropriated To the SCVB	Actual Bed Tax Collected
FY01	\$228,000	\$240,617
FY02	\$256,000	\$272,205
FY03	\$256,000	\$297,978
FY04	\$265,000	\$310,056
FY05	\$289,000	\$350,780
FY06	\$320,000	\$354,747
FY07	\$337,000	\$429,449
FY08	\$317,000	\$420,417
FY09	\$314,000	

FY09 Basic operating expenses,
insurance, payroll, etc. were \$224,700

**For every \$1 spent on Alaska's tourism
marketing returns an estimated \$168**

(Based on a study by Alaska Travel Industry Association)



The SCVB is a Destination Marketing Organization for Sitka.

The SCVB targets:

- **Year-Round Independent Visitors**
Air travelers spend an average of \$1,456 per person
(Alaska Travel Survey)
- **Convention / Meetings**
They spend an average of \$256 per day
(from Int'l. Assoc. of CVB's)
- **Cruise Passengers**
They spend an average of \$75 per day
(McDowell Group)



What Does the SCVB Do? **Advertise!**

Tourism: FY10 Budget \$17,500

FY09: 28 ad / website placements

Convention: FY09 \$22,500

FY09: 13 ad / website / TV placements



What does the SCVB do? **Promotion!**

Tradeshows:

FY09 Convention & Tourism budget: \$15,000

Participated in 10 trade shows

Outdoor Recreation, Cultural, Adventure, Tour operator
& Travel Agent, Meeting Planners and Business Tradeshows

Sitka Vacation Planner

Cost FY09 \$38,000, 45,000 printed

Website www.sitka.org

2008: 3,634,146

Other

Familiarization trips, travel writers & editors,
calendar of events, pitch stories to media, bulk
mailings, film liaison & regional website



What does the SCVB do? **Partnerships!**

Alaska Travel Industry Association

(the state marketing organization)

Southeast Alaska Tourism Council

Travel Industry Association

National Tour Association

**American Indian Alaska Native Tourism
Association**

Local Organizations and Events



Sitka's Convention Market

Estimated Economic Impact = EEI

		Groups	Delegates	SCVB Budget
2005 EEI	\$1,408,000	19	1,615	\$ 7,500
2006 EEI	\$ 946,432	32	1,207	\$14,000
2007 EEI	\$ 2,180,608	34	2,347	\$19,500
2008 EEI	\$1,529,408	20	1,726	\$20,500
2009 EEI	\$1,798,400	22	1,825	\$20,500
2010 EEI	\$1,454,080	12	1,525	\$21,500



EEI is based on \$256 per day per delegate reflected by the International Association of Convention & Visitors Bureau average

Hotel Rooms:	307	
Bed & Breakfast Rooms	51	
Vacation Rental Rooms	72	
Lodge Rooms:	59	Total Rooms 489



Note: Not all accommodations are open year-round or easily accessible

Destination Marketing Challenges

- Lack of Advertising and Promotion Funds
- Economy (travel costs, spending cuts)
- Competitive Destinations (including in-state)
- Limited to Groups size / 350 and Fewer
- Past Groups Have Grown Too Large for Sitka
- Lack of Off-Season Activities
- Seasonal Lodging Availability
- Incentives to Meeting Planners (elaborate gifts and “freebies” to those who book meetings)
- Level of Local Customer Service (effects repeat business)
- CVB Staff Size



What will affect the future?

- New Presidency / economy
- Cutbacks / Layoffs (less disposable income)
- Lower cruise numbers
- Offering what the market wants
- Competition (Destinations & Bargains)
- Trends
(adventure/culture/spa/ecotourism, and other niche markets, upscale facilities, one-stop destination, shorter trips, packaging)
- State, City & Local relationships with cruise industry



The visitor dollar circulates through the Alaska economy about two and one-half times before finally “leaking” from the state’s economy.

SCVB Membership Survey

Is your business revenue down YTD

Yes: 94% No: 6 %

Percentage down: average 28%

Are you anticipating a drop in 2010?

Yes: 71% No: 12% ?: 17%

Percentage down %: 40 %

Do you expect to cut staff in 2010 in winter?

Yes: 29% No: 57% ?: 14%

Or Not rehire: Yes: 50% ? : 50%

Do you expect to cut staff in 2010 in summer?

Yes: 41% No: 29% ? : 30%

Or not rehire: Yes: 13% ? : 87%

Do you expect to reduce your hours in summer?

Yes: 20% No: 33% ? : 47%



SCVB Membership Survey

How Can SCVB Improve their Marketing Services?

- Continue cruise ship business and visit cruise lines
- City and State involvement to foster good relationships with cruise industry
- Support infrastructure projects that benefit cruise ships
- Increase funds for marketing and advertising
- Improve website presence / ranking
- Cost of flying is a big obstacle.
- Encourage community welcoming; increase community support for visitor industry
- Get rid of the fish box tax
- Seek and support a resolution to the conflict between commercial and sport fishermen
- Target high end independent travelers

