



---

# Regional Public Engagement Outcomes

---

Alexandra Pierce

Visitor Industry Director

# Purpose and Intent

---



Cruise tourism functions as a network and the fortunes and challenges of individual ports are linked



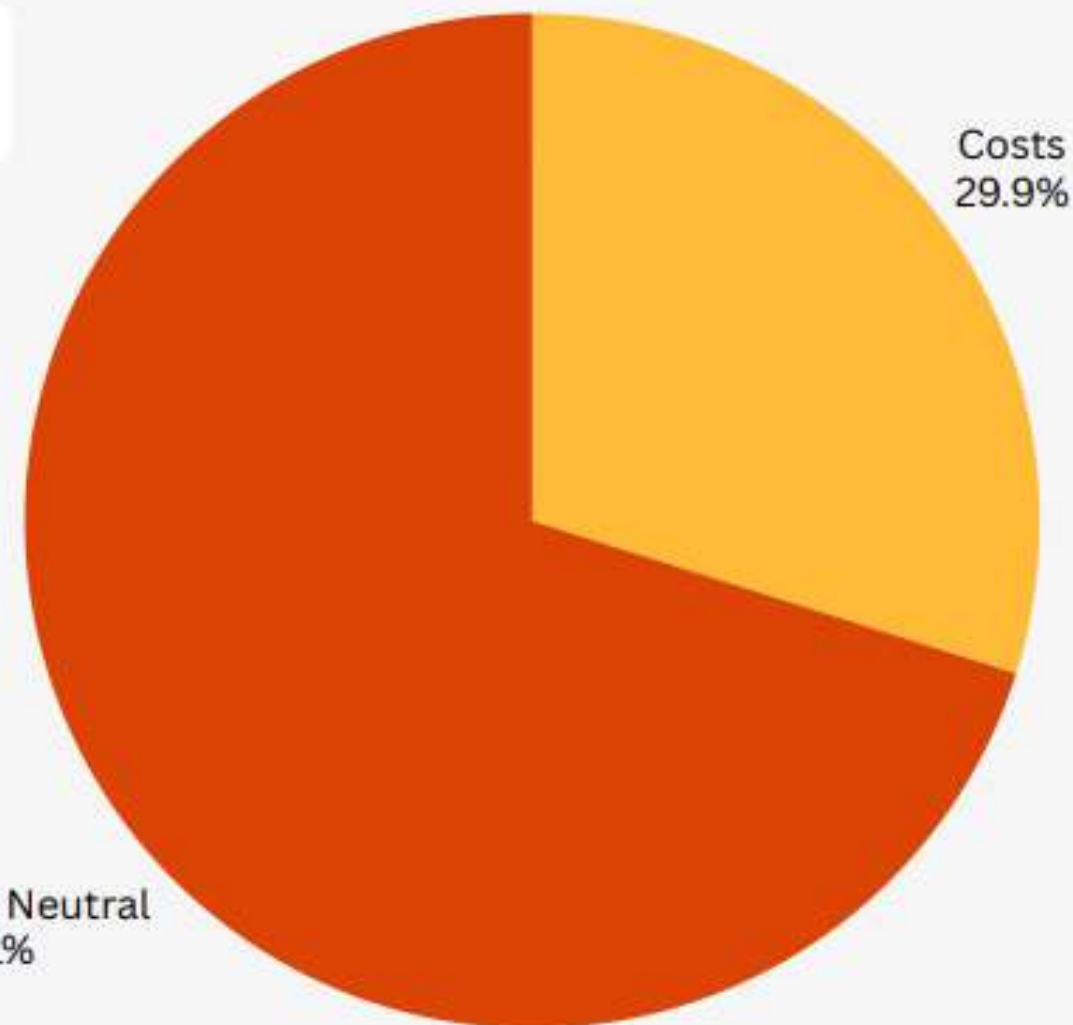
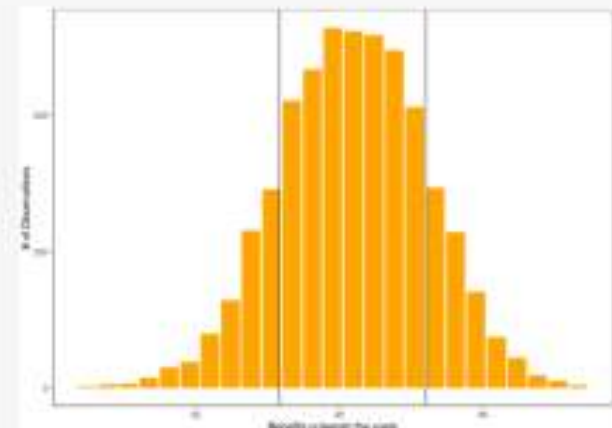
Most regional ports have conducted public processes around cruise tourism over the past several years



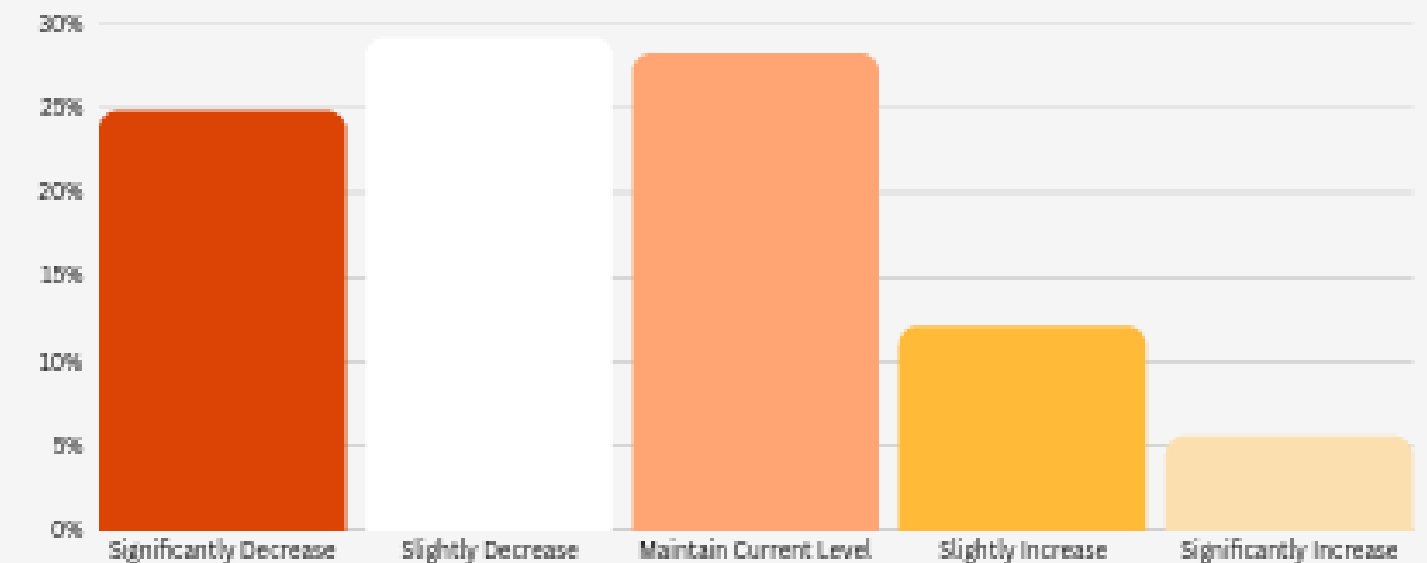
Port Communities of Alaska has compiled the key outcomes to identify shared issues across the region

# Skagway – Resident Sentiment Survey

- Costs Outweigh the Benefits
- Benefits plus Neutral



## Tourism Development



Do you support more or less tourism development in our town?



# Sitka – Tourism Task Force

- Convened in 2022, final recommendations adopted 2024.

## Key outcomes:

- 80% wanted the community to reach common ground so that Sitka can find a balance when it comes to cruise tourism.
- 70% agreed that the ideal number of cruise tourists for Sitka balances economic opportunities and benefits with preserving quality of life.
- 60% stated that they believe CBS should take an active role in determining the number of cruise visitors that come to Sitka. However, the “balanced” number was difficult to discern from the input received.

# Ketchikan – Community Listening Sessions

- **The quality of life for residents is directly impacted by tourism-related challenges**
  - A focus on improving the local experience will inherently benefit tourism by creating a more authentic, sustainable, and desirable destination for travelers. When a place is a great place to live, it becomes a great place to visit
- **Infrastructure for visitors is outdated and insufficient**
  - Poor pedestrian safety, limited public restrooms, inconsistent Wi-Fi/cell service and traffic bottlenecks detract from visitor experience
- **Sustainable and long-term growth is limited by a lack of diverse, year-round infrastructure**
  - Critical need for action on the housing shortage, childcare and healthcare needs, and lifestyle support for a year-round population and business environment
- **Strong community desire for collaboration & forward-thinking planning**
  - Community members expressed a desire for more collaboration to address shared problems with a proactive, action-oriented approach to planning for the future



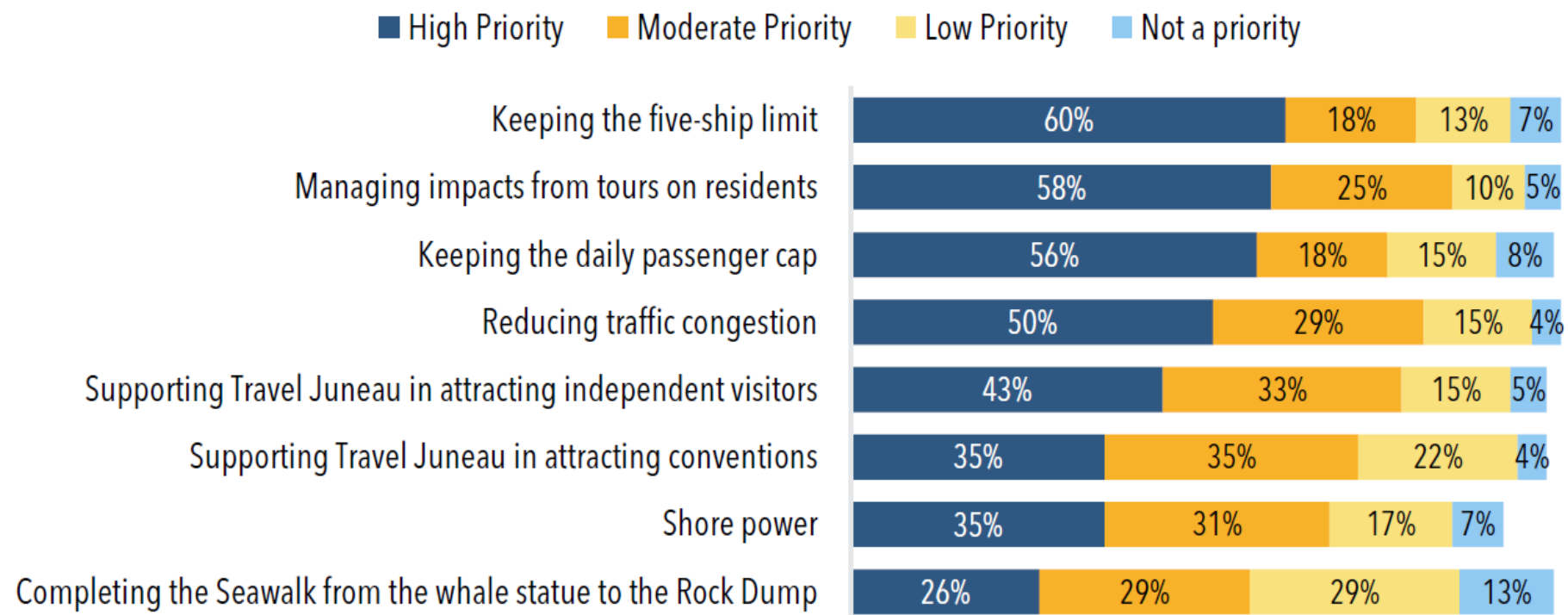
# Ketchikan Gateway Borough – Tourism Strategy

## Goals:

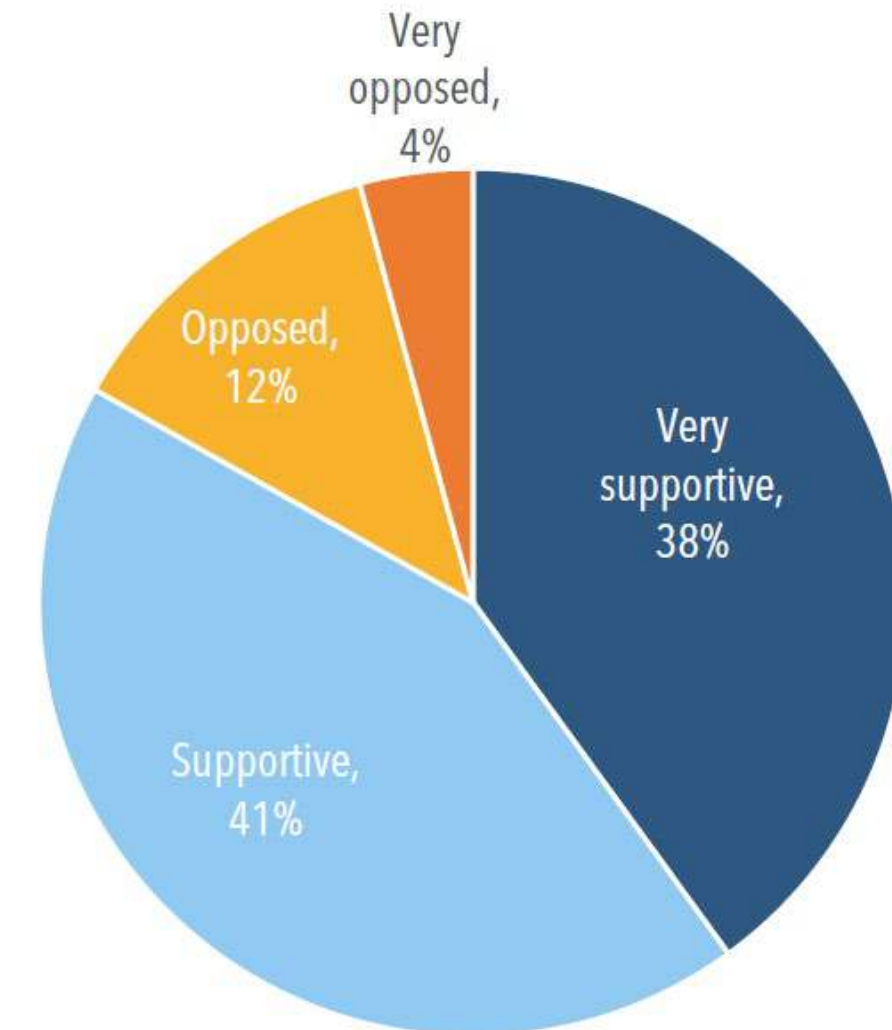
1. Manage visitor flows and operator impacts during tourism peak season
2. Position Ketchikan as a year-round destination
3. Strengthen community engagement and communications around tourism
4. Increase tourism workforce stability
5. Improve mobility and reduce tourism related traffic congestion
6. Support season and year-round solutions for workforce housing
7. Monitor holistic impacts of tourism
8. Establish and implement collective tourism governance

# Juneau – Community Tourism Survey

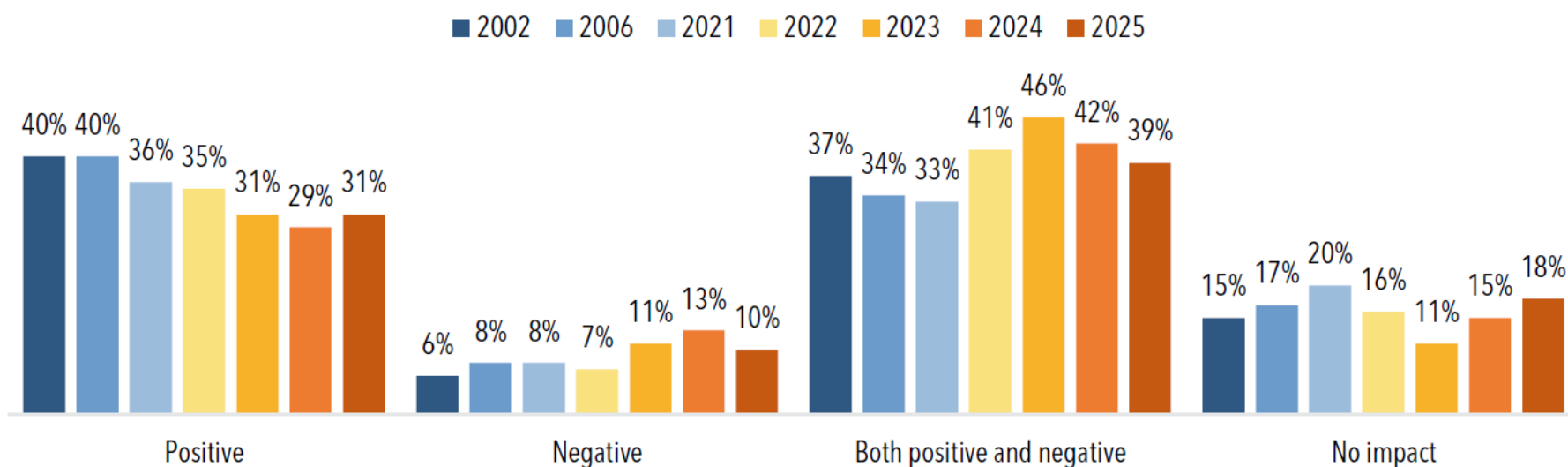
Should CBJ place a high priority, medium priority, or low priority on each of the following items?



Are you very supportive, supportive, opposed, or very opposed to CBJ limiting cruise ship volume? (%)

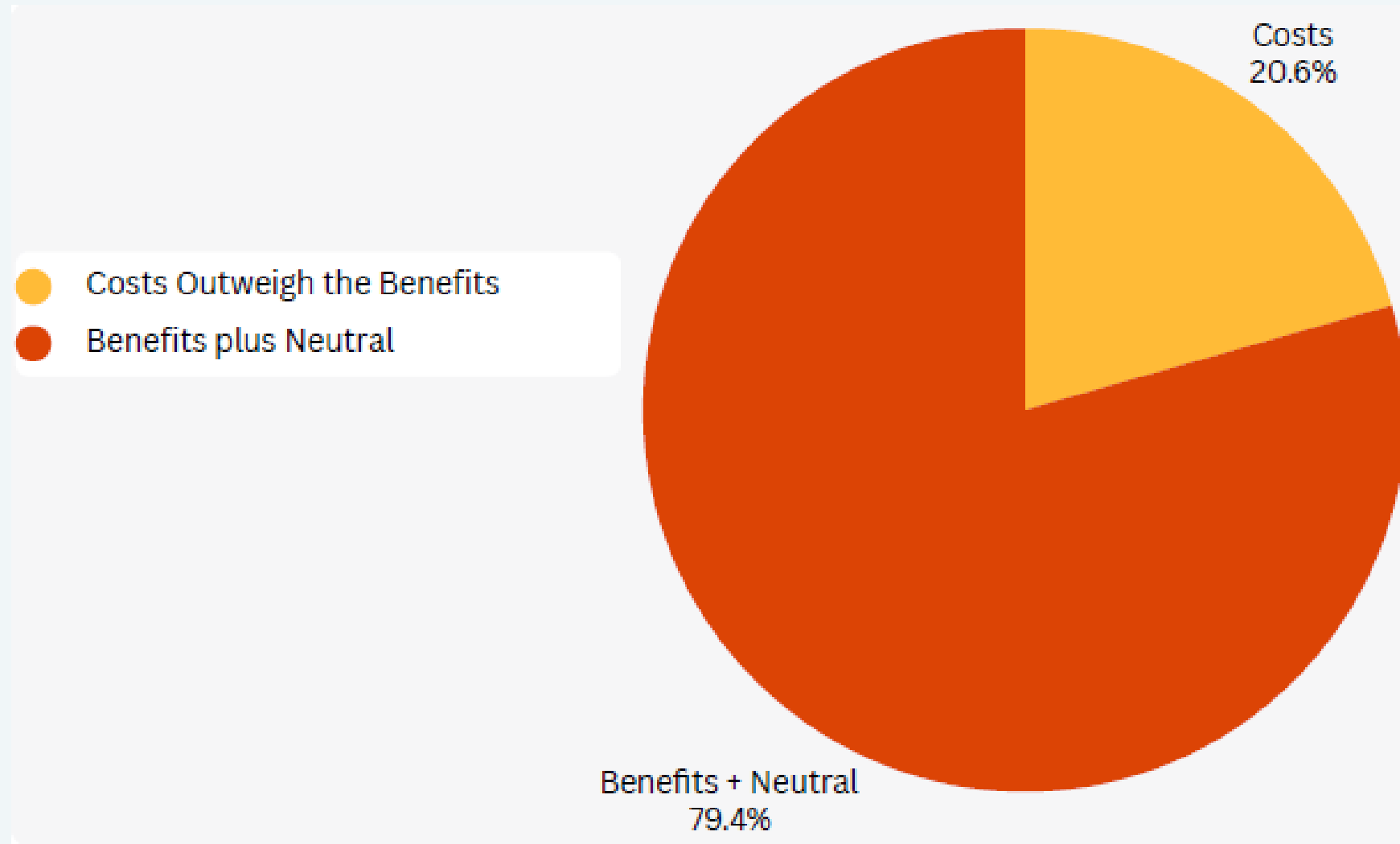


TREND: Overall Impact of Tourism on Households, 2002 to 2025



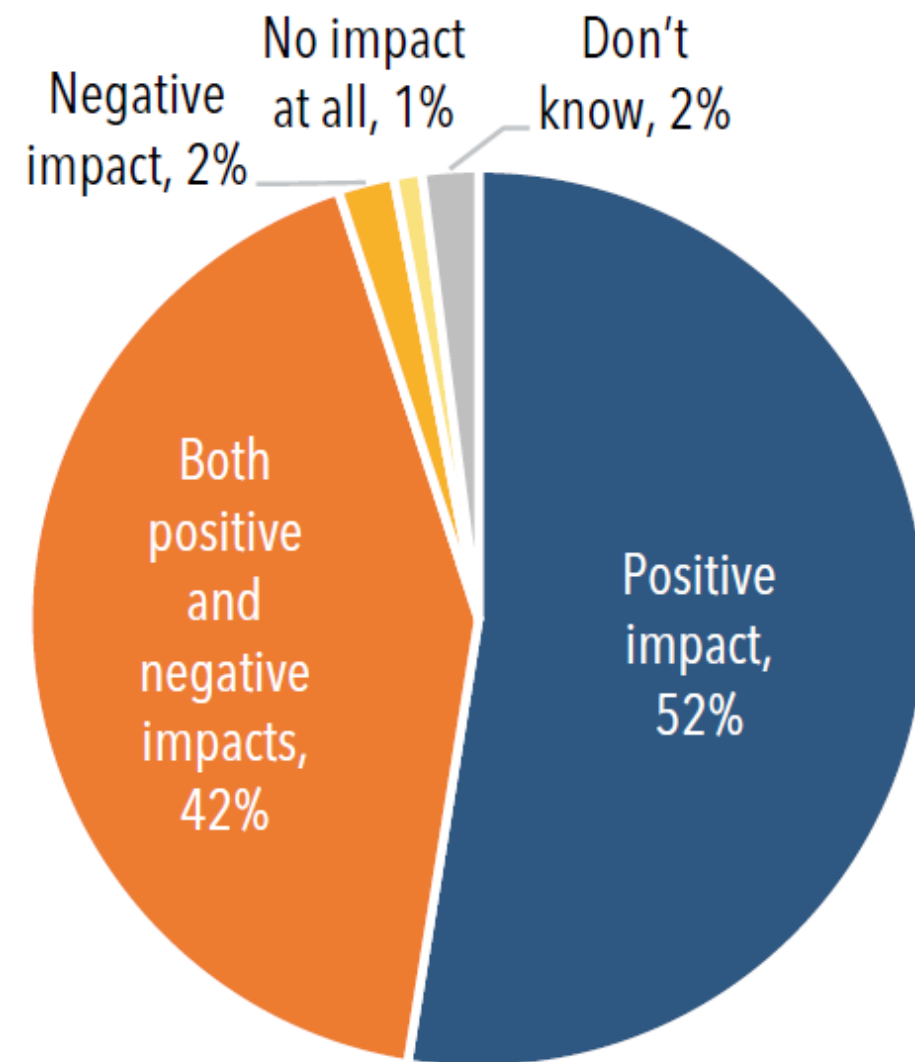
Notes: The 2021 survey referred to 2019 impacts. Excludes "don't know" and refused responses.

# Wrangell – Visitor Sentiment Survey

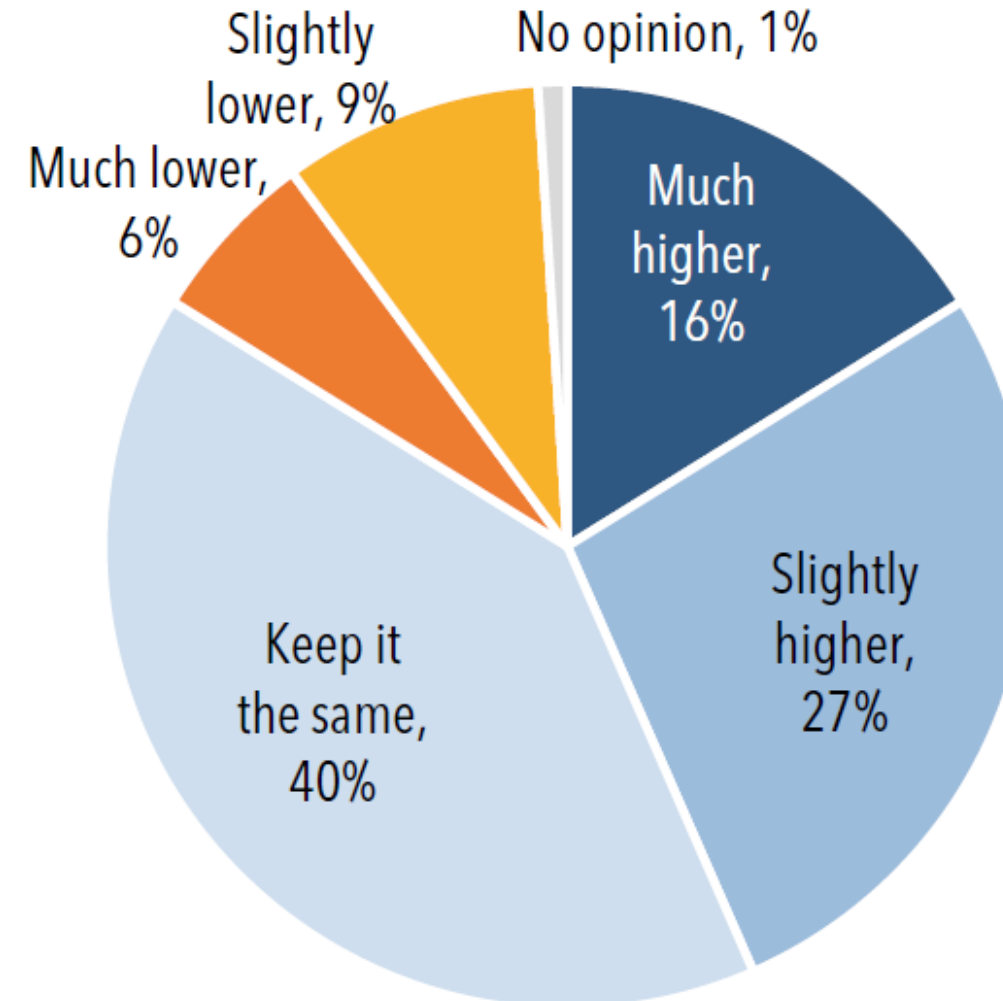


# Haines – Community Tourism Survey

### Cruise Industry Impacts

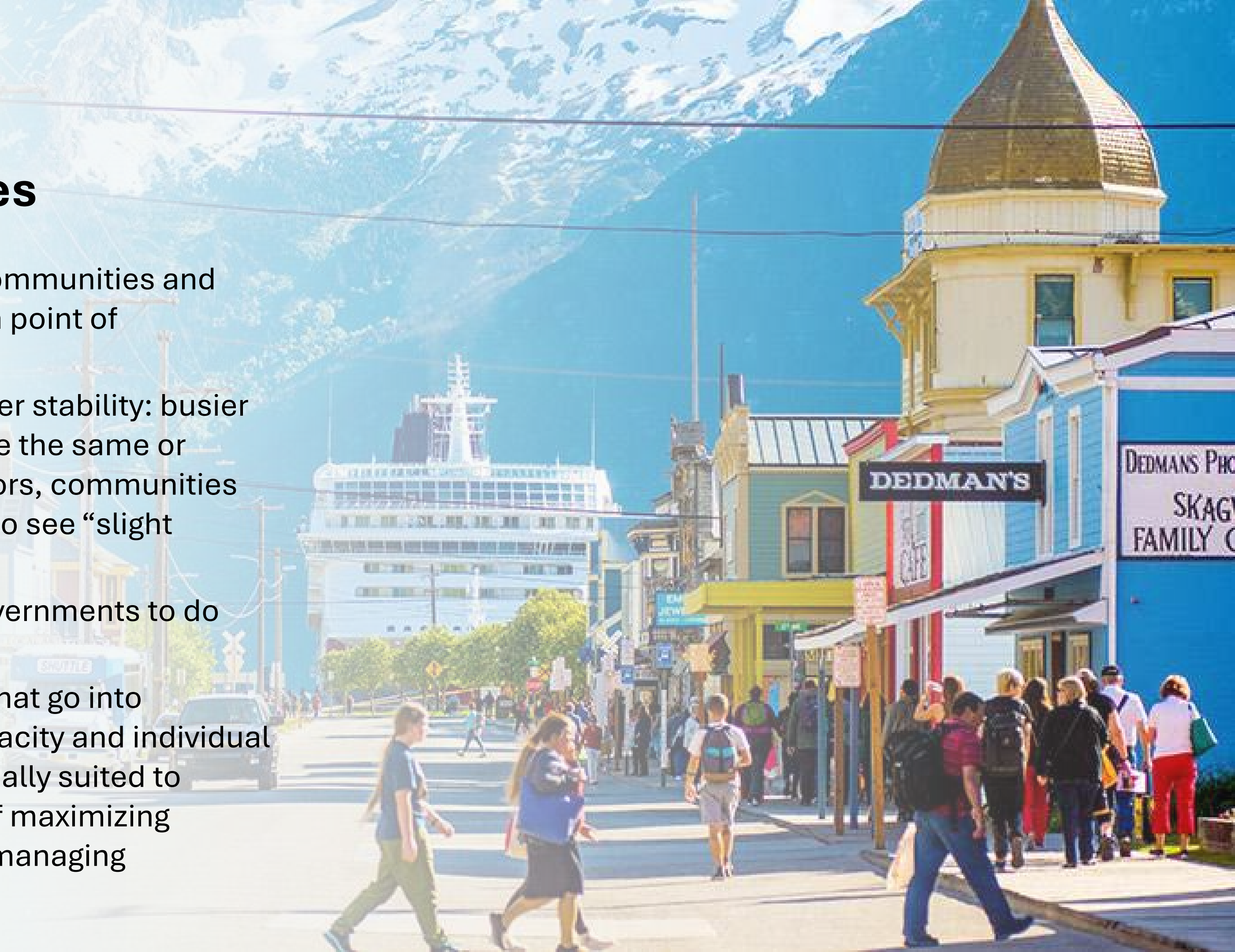


### Preference for Future Cruise Volume Compared to 2024



# Common Themes

- Tourism is positive for communities and economies but there is a point of diminishing return
- Support for visitor number stability: busier communities want to see the same or reduced number of visitors, communities looking for growth want to see “slight increases”
- Residents want local governments to do more to manage tourism
- There are many factors that go into community carrying capacity and individual destinations are individually suited to managing the balance of maximizing economic benefits and managing community impact





## PCOA Goals & Upcoming Work

- Develop a comprehensive database of port documents to provide templates or materials for comparative research
- Create scalable community engagement toolkits to help members conduct effective and meaningful public engagement with outcomes that can be used by the group
- Continue to identify topics for advocacy and ensure that information and follow up is shared strategically
- Work together to amplify the needs of regional neighbors – use regional data to inform local public processes
- Conduct a global fees study to see how we compare to the rest of the world
- Participate in global port governance study