

# PLANNING FOR INCREASED TOURISM



ALASKA MUNICIPAL LEAGUE  
DECEMBER 7, 2022

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[RESPEC.COM](https://respec.com)



Port of Juneau sees cruise industry rebound in 2022



Early numbers show strong 2022 tourism

By Alex DeMarban  
Updated: September 14, 2022  
Published: September 14, 2022

This year they were  
By Georgina Ferrell  
Published: Nov.  
JUNEAU, Alaska  
According to Juneau  
passengers seen  
ships that visited  
"It's kind of nice  
and taking it all



Tourists from Wyoming window shop in downtown Anchorage on a rainy Wednesday. With Alaska's tourism season winding down, early signs in the industry in Anchorage.

With Canada dropping its vaccination requirement, the cruise industry is gearing up for a big season

By Scott McMurren  
Updated: October 1, 2022  
Published: October 1, 2022

There's lots of talk  
At the top of the  
sea. This came a  
British Columbia  
"The news from  
COVID," writes  
expect specific  
individuals with  
Blanchard is in  
the winter.



People walk the docks as the sun sets in downtown Juneau on Monday night. The City and Borough of Juneau recently signed a memorandum of agreement with member companies of Cruise Lines International Association to come to an agreement on a number of tourism management issues in Juneau. (Clarise Larson/ Juneau Empire)

City, cruise lines agree on goals to manage tourism impacts

The list includes communication on scheduling, less landfill waste and a focus on local businesses



Tourists are returning to Alaska this summer. Will there be enough workers to manage them?

By Alex DeMarban  
Updated: April 13, 2022  
Published: April 12, 2022

An old time  
to receive a  
a joint-vent

Cru  
Kla  
Alaska m



Alaska Trail Guides Biking Tours co-owners Elly Maurer, left, and Frankie Dashiell have a fleet of new bikes that clients will ride on their Coastal Cruise Bike Tour. Photographed at Kincaid Park on Sunday, April 10, 2022. (Bill Roth / ADN)

Facing a potentially record-breaking tourism season, hospitality companies in Alaska say they're struggling to find enough workers, even as they try to lure them in with higher pay and bonuses.

# AGENDA

## › Tourism growth in Alaska

/ Pre- and post-COVID

## › Community Impacts

/ Benefit or detriment?

## › Project examples

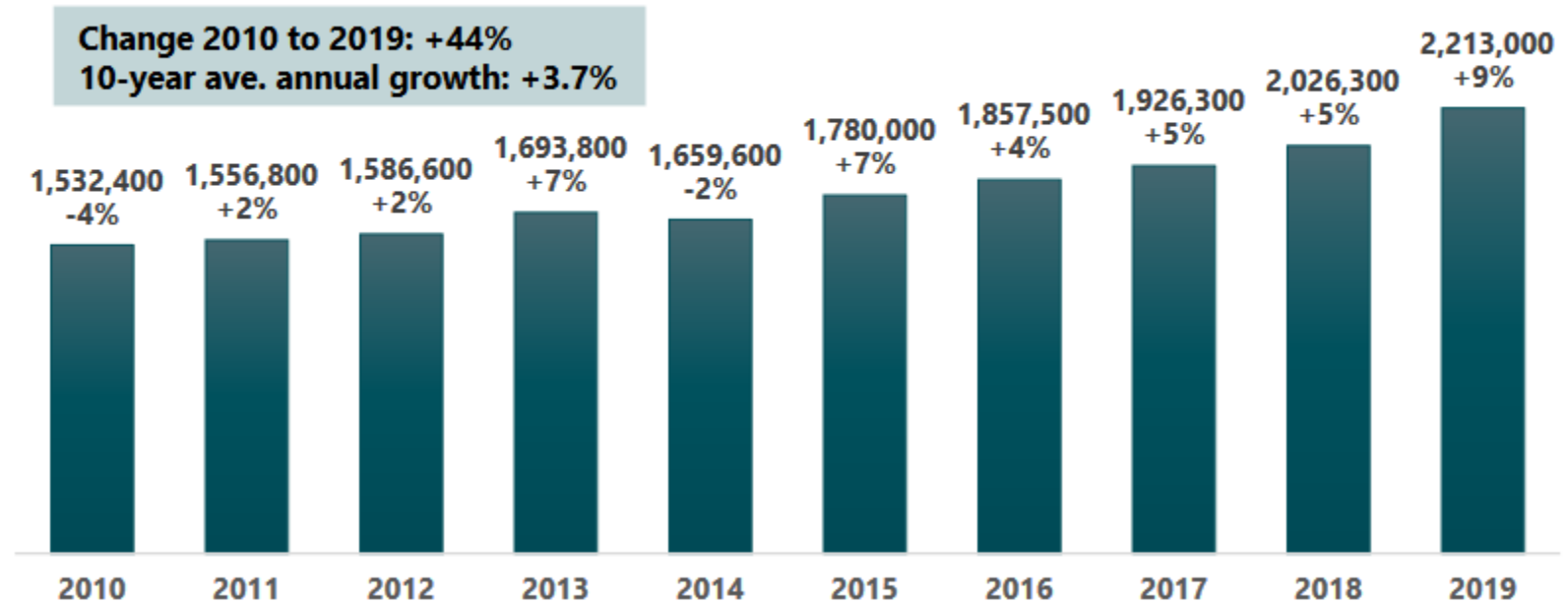
/ Problems faced and solutions developed

## › How can my community prepare?

# PRE-COVID TOURISM IN ALASKA

Cruise passenger volume experienced its biggest year-over-year increase of the last decade.

- McDowell Group, Alaska Visitor Volume, Winter 2018-19 and Summer 2019

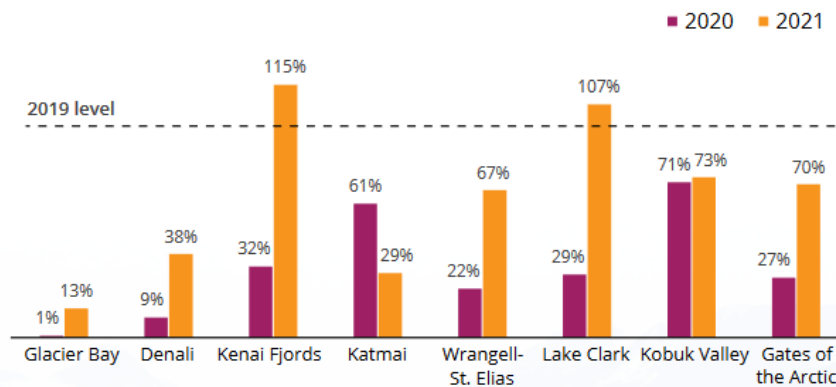




# POST-COVID TOURISM IN ALASKA

- › "There is pent-up demand, people have been at home saving money, and Alaska checks off what people are looking for: wide open spaces, beautiful scenery and broad horizons.
  - **Early numbers show Anchorage has had a strong 2022 tourism season, Anchorage Daily News, 9/14/2022**

Park visits in 2020 and 2021 as a percent of 2019 level



Source: National Park Service Visitor Use Statistics

## Alaska's cruise tourism industry has recovered, but not fully, from COVID-19

September 15, 2022 by James Brooks, Alaska Beacon



Cruise ships line the Juneau waterfront on Wednesday, June 8, 2022. (Photo by James Brooks/Alaska Beacon)

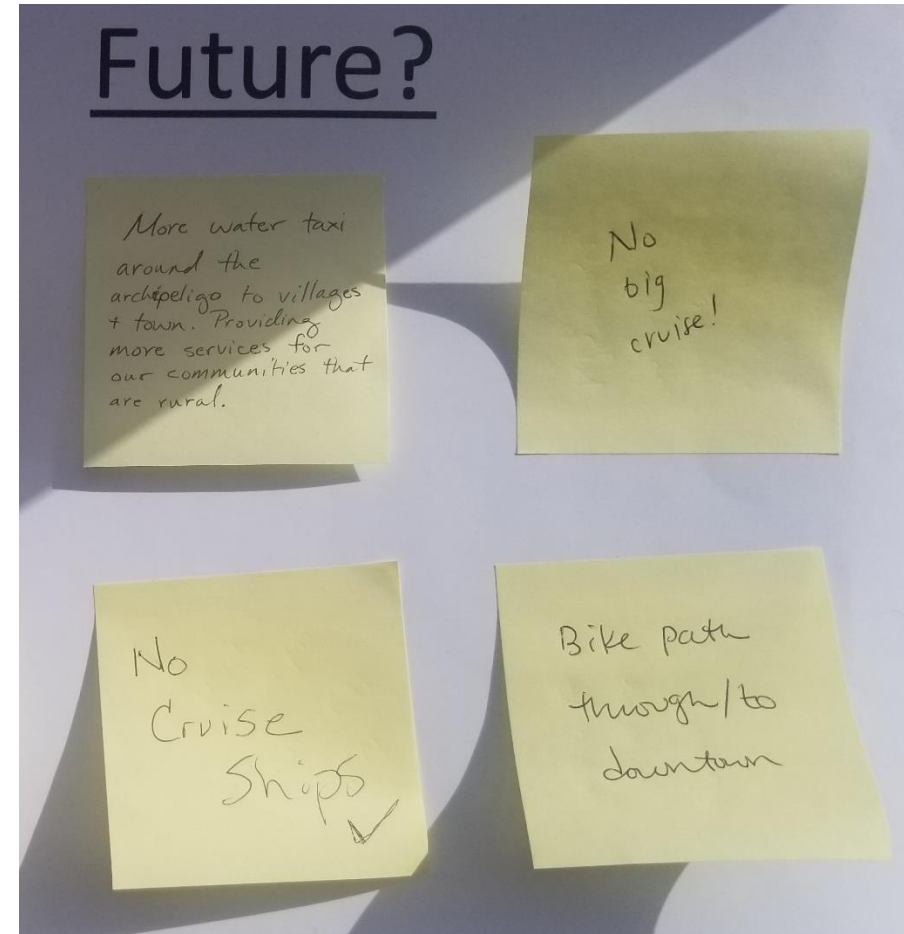
Southeast Alaska, home to the core of Alaska's tourism industry, has largely recovered from the economic disaster caused by COVID-19, but the region still has fewer jobs than it did before the start of the pandemic.

## Community Issues:

- / Housing
- / Public facilities
- / Support services (e.g., emergency response)

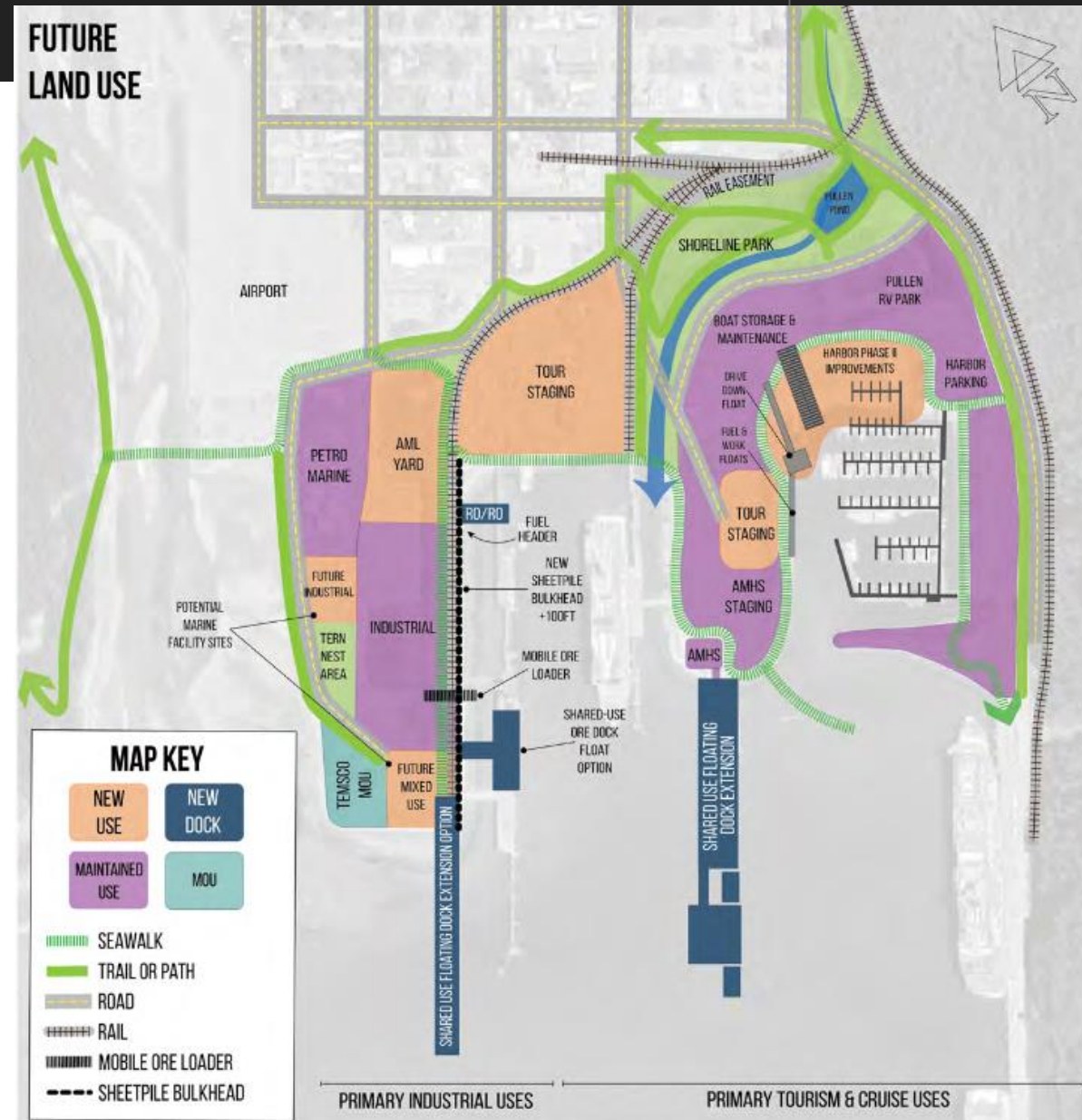
"We just don't have the infrastructure right now," she said. "We don't have the facilities. I don't think we even have the slightest idea of what we would do if there was an emergency and we had 500 to 2,000 extra people on the island. There's a lot that needs to be talked about and put in place before we would even consider going out for bids or soliciting cruise ships."

– **Executive Director Carlin Enlow of the Unalaska/Port of Dutch Harbor Convention and Visitors Bureau, KTOO, 3/20/2019**



# PROJECT EXAMPLE: SKAGWAY

- › Port Master Plan
  - / CARES Act funding
  - / Separation of conflicting uses
  - / Inter-modal connections
  - / Partnership with AMHS





# PROJECT EXAMPLE: KODIAK

## Waterfront Master Plan

- / Address aging infrastructure
- / Accommodate tourism growth
- / Support fishing industry
- / Growing USCG presence





# PROJECT EXAMPLE: COOPER LANDING

## Unit 395 Master Plan

- / Affordable housing shortage
- / Outdoor recreation opportunities
- / Year-round destination



# HOW CAN MY COMMUNITY PREPARE?

## Plans & Policies

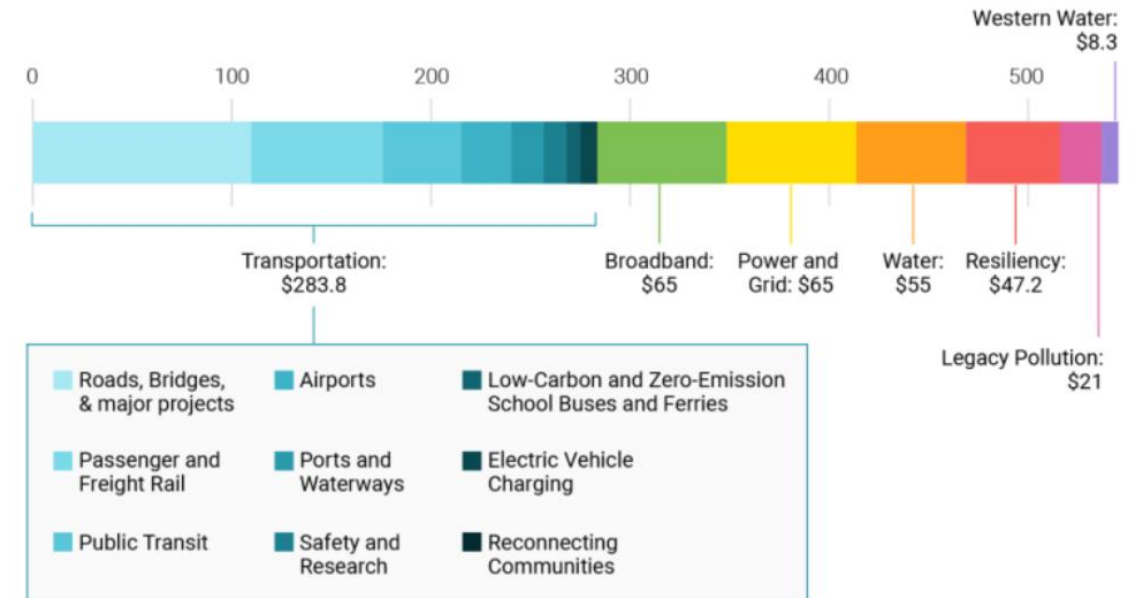
- / CEDS
- / Comprehensive Plan
- / Short-term housing

## Infrastructure

- / Water & sewer
- / Roads & trails
- / Waterfront
- / Energy

## Partnerships

- / Public-private
- / Inter-governmental
- / Tribal



Source: Bipartisan Infrastructure Investment and Jobs Act Summary

**B** Metropolitan Policy Program  
at BROOKINGS





# QUESTIONS?

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