

Cruise Ship Industry

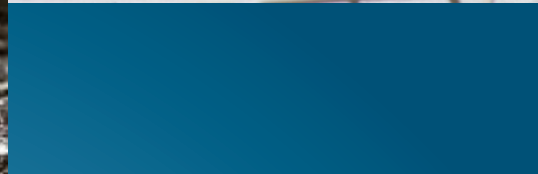
The Primary Driver for Juneau's Tourism



Four Ways to Get to Juneau



***Why Juneau is #1 Cruise
Ship Destination in Alaska***





Mendenhall Glacier



Glacier Bay





Tracy Arm







2016 Cruise Ship Activity By the Numbers

- 32 Large ships in the Southeast market***
- 480 Ship Visits in 2016***
- 6 ships in port on busiest days***
- Average passengers per ship - 2,100***
 - Sapphire Princess (2,600)***
 - Celebrity Solstice (2,850)***
 - Crown Princess (3,082)***
- Daily visitors - peak days - 12,000***
- Juneau's Population - 33,000***

One Millionth Ship Visitor Disembarked September 22nd





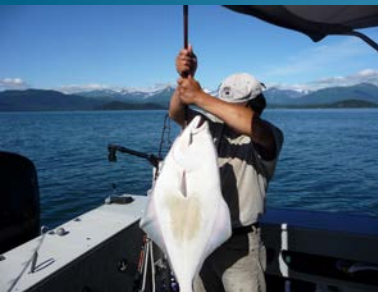
500,000 Visitors toured the Mendenhall Glacier



***17,000 Icecap Landings
88,000 passengers***



7,000 Whale Watch Tours



3,500 Salmon & Halibut Charters



Economic Impact on Southeast

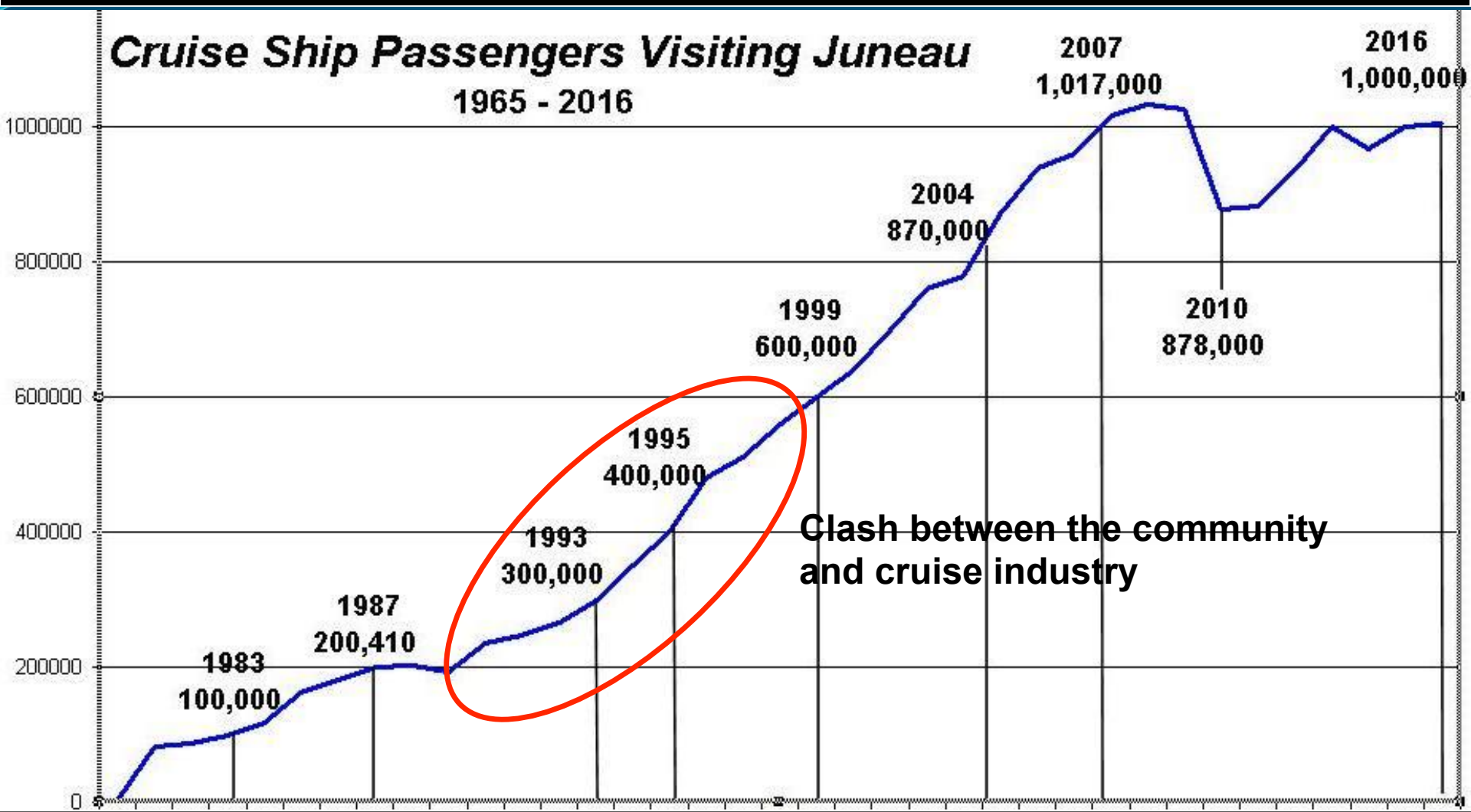
- ***10,800 jobs***
- ***\$108 million in labor income***
- ***\$626 million in spending***

Economic Impact on Juneau

- ***2,750 jobs***
- ***\$95 million in labor income***
- ***\$189 million in spending***
- ***\$9.5 million in local sales tax***

Cruise Ship Passengers Visiting Juneau

1965 - 2016



Clash between the community and cruise industry

Growth of cruise passengers outpaced shore side infrastructure

- **Air Pollution while in port / solid waste discharge**
- **Tour Bus & Pedestrian traffic created congestion**
- **Insufficient bus parking & passenger staging areas**
- **Aircraft noise – helicopters traveling to ice field & planes picking up passengers directly from ship**
- **Inadequate Infrastructure at points of interest**
- **Whale watch/fishing charters and related tour buses have created harbor congestion**
- **Conflict between the community & the cruise ship industry – demanded action by the City of Juneau**

Solutions

Air Pollution while ships in port

- New EPA Regulations
- Joint Project between AEL&P & Princess to provide shore power to vessels in port
- Industry continues to upgrade vessels with new scrubber systems

Aircraft noise – both helicopters & fixed-wing

- Designation of specific flight paths for helicopters to minimize flights over populated areas
- Banned “piston” engine aircraft in Juneau Harbor – Companies had to repower to turbine engines

Tour Bus traffic

Pedestrian Traffic

- Crossing guards
- Construction of shore side sea walk to move passengers from ships to downtown area
- Ongoing expansion of tour bus parking and loading areas
- Construction of new docking facilities

Whale watch tours over-crowding

- Auke Bay Harbor expansion project 75% complete to provide expansive bus parking and new facilities for charter operators

***City & Borough of Juneau is constructing two new cruise ship docks designed to accommodate the new “Panamax” sized vessels & improve the staging of passengers
\$53m dock - \$21m shore side***



**In 1996, in an effort to stave off the City of Juneau from limiting tourism activity, a group of leaders in the tourist industry drafted the “*Tourism Best Management Practices*”
TBMP**

18 page agreement that spells out guidelines for the treatment of both tourists and residents while conducting a respective activity.

Most Juneau tourism businesses now train their employees each spring on TBMP...and it has been adopted by many other communities involved in tourism.

TBMP is celebrating it's twentieth anniversary





I would like to thank the following people for their assistance and resources:

Mike Tibbles, - CLIA

Kirby Day – Princess Cruises

Liz Perry – Travel Juneau

Brian Holst – Juneau Economic Development Council

Jim Calvin – McDowell Group

City & Borough of Juneau

Google

Craig's imagination