



TRANSMITTAL MEMORANDUM

TO: The Honorable Mayor and City Council

FROM: Delilah A. Walsh, City Manager

DATE: January 19, 2024

RE: **Ketchikan Visitors Bureau – 2023 Fourth Quarter Activity Report**

Initials:

Handwritten initials in blue ink, appearing to be 'DW'.

File #: MGR24-031

Attached for City Council's information is the 2023 fourth quarter activity report from the Ketchikan Visitors Bureau.



**KETCHIKAN VISITORS BUREAU**  
**Quarterly Activities 4th Qtr 2023**  
**Report to City of Ketchikan**

Top paid lead generating\* sources this quarter

AARP, Travelalaska.com, Visit Ketchikan 2023 guide, Alaska State Vacation Planner, [www.alaskasinsidepassage.com](http://www.alaskasinsidepassage.com), AAA Journeys magazine/website/Alaska State Vacation Planner

Leads are also generated from internet searches, friend and family referrals, national guidebooks, reciprocal websites, the chamber of commerce and more.

[www.visit-ketchikan.com](http://www.visit-ketchikan.com) Stats for the quarter/year:

Pageviews: 79,043 for the quarter/ 739,276 year  
Visits: 39,548 for the quarter/329,186 year  
New Visitors: 33,653 for the quarter/275,939 year

Top referrers included Google, direct searches (entering web address as opposed to a referral from another source), MSN pay per click, Bing, DuckDuckGo, and Yahoo.

Top areas of interest looked at on our website included Sportfishing, Sightseeing tours, Things to Do, and Travel Guide.

Ad Impressions:	October:	1,972,015	
	November:	661,429	
	December:	<u>334,559</u>	
	<b>Q4 Total:</b>	<b>2,968,003</b>	<b>Year to Date: 18,637,758</b>

Referrals from Visit-Ketchikan to local businesses: 43,332.00 for the quarter/75,581 year to date.

Meetings and Events economic impact this quarter

October:	\$ 97,650.00
November:	\$ 37,944.00
December:	\$ 279.00
<b>Q4 Total:</b>	<b>\$135,873.00</b>

Meetings and Events this quarter, which were reported or that KVB assisted with, included Ketchikan GERO Kanayama Exchange, The Salvation Army Gateway Corps, Philanthropic Educational Organization Alaska State Convention, Totem to Totem Half Marathon, AA Annual Round Up, Alaska Credit Union Conference, Private Wedding, Ketchikan Wellness Coalition, Indigenous Geoscience Community Workshop, and USCG D17 Meeting.

**Visitor Center Operations**

The B2 Visitor Center was staffed by seasonal staff through mid-October, and Visitor Services Manager, Linda Williams continued to work weekdays through 2023. While the number of visitors is scarce after the last ship, Linda was able to keep the doors open for local employees on the ports or passersby to use the public restrooms while she prepares for the upcoming season.

**Visitor Center usage- number of guests**

Month	Total	Daily High	Daily Low	Daily Average
October	3,939	744 on 10/05/23	3 on 10/2/23 & 10/25	127
November	111			08
December	94			09
<b>Total Quarter</b>	<b>4,144</b>			

**Marketing/Public Relations Activities**

Attended the Alaska Media Road Show, hosted by the Alaska Travel Industry Association November 4-6. 21 appointments were scheduled in 15-minute increments with the invited journalists, both staff writers and freelancers, who write for a variety of publications including general interest, lifestyle publications, travel specific, airline and train publications, newspapers, travel agent trade, in print and digital formats. Each writer provides a profile and any specific interests they may have so that we can tailor our pitch for story ideas to their needs.

Media met with at Alaska Media Road Show include Seth Willingham, Alex Pulaski, Scott Laird, Derrik Lang, Jill Robinson, Chris Batin, Debbie Olsen, Susan Portnoy, Theresa Russel, Jeremy Tarr, Ian Wenger, Ken Budd, Renee Brinks, Susan Barnes, Jay Jones, Tim Trudell, Robert Annis, Adam Sawyer, Will Jardell & James Wailington, Todd Walker, and Fran Golden.

KVB hosted two media in Q4.

**State, Regional Tourism activities**

I attended ATIA Convention in October to meet with other industry professional and participate in networking events and educational seminars.

KVB hosted a Meet and Greet for the Alaska Travel Industry Associations Board of Directors on November 8<sup>th</sup>. They were in Ketchikan for their Annual Board Retreat.

**Admin/General Operations activities**

KVB's Board Development, Elections & Awards Committee concluded the 2024 Board of Directors election.

Winners of the four seats available include:

Rebekka Esbjornson - Lighthouse Excursions, Stephen Bradford - Ward Cove Group, Shauna Lee - Adventure Ketchikan Tours, and Christa Hagan - Taquan Air.

KVB's office closed in observance of Veterans Day, November 11, Thanksgiving Day and Native American Heritage Day, November 23 & 24, for Christmas on December 25 & 26, and for New Years on January 1.

*Submitted by Kara Tetley, executive director*

**Story Links:**

[https://www.themeetingmagazines.com/wp-content/uploads/2023/PDFs\\_CIT-2023/CIT-2023-12-Issue-tablet/#page=40](https://www.themeetingmagazines.com/wp-content/uploads/2023/PDFs_CIT-2023/CIT-2023-12-Issue-tablet/#page=40)  
<https://ourwovenjourney.com/best-of-the-best-destinations-in-the-entire-u-s-ranked/>  
<https://familydestinationsguide.com/best-resorts-in-alaska/>  
<https://www.worldatlas.com/cities/these-small-towns-in-alaska-have-the-best-historic-districts.html>  
<https://travelnoire.com/ketchikan-alaska-salmon-capital-of-the-world>  
<https://www.travelawaits.com/2964083/best-houseboat-vacations/>  
<https://www.travellens.co/exploring-30-of-americas-best-coastal-eateries/>

## TOURISM STATISTICS HISTORICAL REPORT THRU CALENDAR YEAR 2023

VISITOR COUNTS	Actual 2023	Actual 2022	Actual 2021	Actual 2020	Actual 2019	Actual 2018	Actual 2017	Actual 2016	Actual 2015	Actual 2014
<b>TOURISM TRAFFIC:</b>										
# of cruise ships Port of KTN	37	40	17		46	40	43	38	38	39
# of cruise ships WCD	7	14	1							
# of cruise ship stops Port of KTN	511	462	92		570	504	507	489	496	492
# of cruise ship stops WCD	137	179	12							
#of cruise pax Port of KTN	1,112,769	767,101	75,804		1,188,915	1,073,923	1,059,200	948,089	944,500	884,503
#of cruise pax WCD	382,804	238,198	26,758							
# of Airline visitors	TBD	56,004	47,333	17,679	38,764	37,939	36,931	35,904	32,500	28,284
# of AMHS ferry visitors (2)	TBD	2,967	1,405	772	3,623	7,409	3,333	6,300	6,150	8,057
<b>TOTAL Visitors</b>	<b>1,495,573</b>	<b>1,064,270</b>	<b>151,300</b>	<b>18,451</b>	<b>1,231,302</b>	<b>1,119,271</b>	<b>1,099,464</b>	<b>990,293</b>	<b>983,150</b>	<b>920,844</b>

(2) Airline visitors are calculated at a percentage of passenger arrivals May - September. Ferry visitors are calculated using passenger (non Alaskan) disembarkations May - September.

Collected TOT Tax 2020-2022

HOTEL OCCUPANCY STATISTICS*:		2019	2018	2017	2016	2015	2014	2013
Room Nights Sold:		Actual	Actual	Actual	Actual	Actual	Actual	Actual
	January	4,405	4,818	5,361	4,234	3,514	3,742	3,548
	February	4,163	4,966	6,048	4,271	4,053	3,460	3,279
	March	4,490	5,862	5,813	5,063	5,509	4,382	3,206
	April	6,179	5,782	5,744	6,297	5,114	4,819	3,926
	May	6,377	6,545	6,546	7,148	6,316	4,809	5,107
	June	7,917	8,042	7,605	7,326	6,448	6,073	5,409
	July	7,953	8,835	9,818	8,123	8,506	6,539	6,381
	August	8,265	9,016	9,041	7,531	8,125	6,840	7,198
	September	6,689	7,464	6,298	5,850	4,864	4,770	5,188
	October	4,053	8,028	5,307	5,500	4,412	4,924	3,855
	November	3,388	5,845	5,266	4,521	4,355	3,826	3,871
	December	3,640	4,804	4,364	5,389	4,326	3,984	3,022
	<b>TOTAL ROOM NIGHTS SOLD</b>	<b>67,519</b>	<b>80,007</b>	<b>77,211</b>	<b>71,253</b>	<b>65,542</b>	<b>58,168</b>	<b>53,990</b>
	<b>M/C bed nights % of total</b>	<b>4%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>	<b>7%</b>	<b>6%</b>	<b>8%</b>
	<b>Total Rooms Available**</b>	<b>142855</b>	<b>138,384</b>	<b>150,925</b>	<b>130,743</b>	<b>114,165</b>	<b>111,769</b>	<b>109,060</b>
	<b>Occupancy Rate</b>	<b>47%</b>	<b>58%</b>	<b>51%</b>	<b>54%</b>	<b>57%</b>	<b>52%</b>	<b>50%</b>
	<b>Percent of Change</b>	<b>-11%</b>	<b>7%</b>	<b>-3%</b>	<b>-3%</b>	<b>5%</b>	<b>3%</b>	<b>-18%</b>

\* Participating Hotels (# of rooms): Cape Fox Lodge (72), Gilmore Hotel (34), My Place Hotel (56), Edgewater Inn (47), Salmon Falls (52), Super 8 Motel (86),

\*\*Note: The Gilmore Hotel closed October-April in 2011-12, 2012-13; The Narrows (former name of the Edgewater) did not participate in 2013-2014 and 1st -3rd qtrs of 2015 reports. 2018- Cape Fox Lodge remodel reduced the number of available rooms.

Note: Effective 2020 to present, KVB is now reporting transient occupancy tax collection by quarter due to declining returns by hotels of the quarterly occupancy report we've been using. We are looking into solutions for this issue.

M/C bed nights	2023	2022	2021	2020	2019	2018	2017	2016
		2244	1142	490	2425	2684	3856	2807

	<b>2015</b> <i>4705</i>	<b>2011</b> <i>3345</i>	<b>2010</b> <i>5732</i>					
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Information provided by the Ketchikan Gateway Borough Revenue Department

CALENDAR YEAR	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Hotels (Includes hotels, B&Bs, short term rentals)	\$19,884,433	\$22,972,467	\$16,599,799	\$10,333,473	\$16,693,984	\$17,126,580	\$16,185,139	\$14,750,948	\$15,235,259	\$14,051,080	\$13,678,336
Fishing Lodges	\$14,267,189	\$13,941,860	\$13,644,622	\$5,997,538	\$10,735,314	\$9,604,134	\$9,134,914	\$8,505,062	\$9,093,897	\$8,617,129	\$7,565,374
Restaurants	\$33,552,661	\$27,316,096	\$19,900,895	\$17,864,929	\$20,793,437	\$20,387,346	\$19,332,619	\$18,930,852	\$18,683,212	\$17,384,045	\$16,952,728
Specialized Retail/Jewelry	\$35,191,643	\$33,099,090	\$5,654,501	\$1,095,045	\$36,304,276	\$44,513,200	\$37,176,661	\$32,039,524	\$31,616,620	\$27,211,419	\$33,506,927
Specialized Retail/Curio & Gifts	\$45,041,910	\$34,466,267	\$8,636,081	\$2,685,132	\$27,747,077	\$26,501,892	\$23,307,615	\$21,581,960	\$22,462,141	\$18,197,728	\$17,923,442
Transp. Bus/Taxi	\$2,594,845	\$3,216,345	\$2,746,207	\$1,746,118	\$2,787,490	\$2,859,152	\$2,247,086	\$3,053,593	\$3,071,883	\$2,689,431	\$4,114,693
Transp. Marine/Charter	\$8,530,882	\$7,030,950	\$2,996,246	\$1,297,159	\$6,479,904	\$4,996,896	\$4,589,294	\$4,421,657	\$4,304,950	\$3,491,196	\$3,856,279
Transp. Car Rental	\$2,918,293	\$2,975,564	\$2,312,676	\$1,619,414	\$2,143,946	\$2,064,172	\$1,964,011	\$1,830,982	\$1,864,023	\$1,678,184	\$1,688,932
Transp. Tour/Adventure/Air	\$61,430,296	\$34,557,749	\$4,871,392	\$426,766	\$35,811,791	\$34,416,693	\$31,605,124	\$28,547,045	\$27,474,699	\$25,863,697	\$26,638,942
TOTALS	\$223,412,152	\$179,576,388	\$77,362,419	\$43,065,574	\$159,497,219	\$162,470,065	\$145,542,463	\$133,661,623	\$133,806,684	\$119,183,909	\$125,925,653

TOTAL TRANSIENT GROSS TAXABLE	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
SALES:											
City	TBD	\$15,516,895	\$10,713,672	\$6,681,801	\$10,334,547	\$10,827,617	\$9,707,166	\$8,886,655	\$5,346,271	\$4,428,531	\$5,193,832
Borough	TBD	\$3,592,925	\$4,250,172	\$1,657,330	\$2,900,990	\$2,321,756	\$2,131,585	\$1,765,755	\$1,431,727	\$1,140,758	\$1,149,831
TOTAL SALES		\$19,109,820	\$14,963,844	\$8,339,131	\$13,235,537	\$13,149,373	\$11,838,751	\$10,652,410	\$6,777,998	\$5,569,289	\$6,343,663
TOTAL TRANSIENT TAX COLLECTED											
City Bed Tax Collected 7%	TBD	\$835,756	\$596,926	\$314,614	\$524,794	\$561,188	\$549,000	\$505,567	\$376,766	\$389,342	\$413,086
Borough Bed Tax 4%	TBD	\$129,252	\$163,313	\$58,315	\$109,843	\$83,229	\$84,559	\$63,102	\$51,563	\$58,132	\$66,834
TOTAL*			\$760,239	\$372,929	\$634,637	\$644,417	\$633,559	\$568,669	\$428,329	\$447,474	\$479,920
ALLOCATION TO KETCHIKAN VISITORS BUREAU**											
City of Ketchikan Funds	\$269,062	\$262,500	\$291,768	\$333,450	\$333,450	\$333,450	\$333,450	\$333,450	\$333,450	\$342,000	\$342,000
KTN Gateway Borough Funds (FY)	\$300,000	\$228,540	\$218,790	\$272,600	\$257,200	\$223,807	\$223,807	\$220,500	\$211,900	\$211,900	\$190,000
TOTAL	\$569,062	\$491,040	\$510,558	\$606,050	\$590,650	\$557,257	\$557,257	\$553,950	\$545,350	\$553,900	\$532,000

\*Most recent year figures based on latest available collection information provided by Ketchikan Gateway Borough as of 11-16-2015. Earlier data is an estimation. \*\* City of Ketchikan allocation sources include general fund revenues, transient tax revenues and effective 2006 port enterprise fund revenues. Ketchikan Gateway Borough allocation is derived from CPV funds.