



TRANSMITTAL MEMORANDUM
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TO: The Honorable Mayor and City Council

FROM: Lacey G. Simpson, Acting City Manager

DATE: September 20, 2022

RE: **Ketchikan Visitors Bureau's Quarterly Reports of the President and Chief Executive Officer – January Through March 2022**

Pursuant to paragraph (a) of Section 14 of the 2022 Community Agency Funding Agreement between the City of Ketchikan and the Ketchikan Visitors Bureau, attached for City Council review are copies of the President and Chief Executive Officer's quarterly reports for the period of January through March 2022. Should Councilmembers have questions and/or concerns regarding the President and Chief Executive Officer's reports, staff can attempt to respond accordingly.



September 12, 2022

City Manager's Office  
Attn: Amy Holm  
City of Ketchikan  
334 Front Street  
Ketchikan, AK 99901

Re: Community Agency Funding Agreement between Ketchikan Visitors  
Bureau, Inc., and the City of Ketchikan for the Year 2022

Dear Amy:

Enclosed please find a quarterly activities report and invoice #3-7125 requesting payment 2 of 4 as outlined in the 2022 City of Ketchikan-Ketchikan Visitors Bureau Agreement.

Additionally, I am including an updated Certificate of Liability Insurance which renewed 7/30/2022.

If you have any questions or need additional information, please contact me at your convenience.

Thank you for your assistance and attention to this matter.

Sincerely,

Patti Mackey  
President & CEO  
Ketchikan Visitors Bureau, Inc.



**KETCHIKAN VISITORS BUREAU**  
**Quarterly Activities 1st Qtr 2022**  
**Report to City of Ketchikan**

**Status of Marketing Programs**

We printed a new visitor guide in March, the first since 2020 and began distribution efforts. Unfortunately, the company that has handled bulk mail fulfillment of guide requests had a major shake-up when the partners split up, and we were left without a provider. We have since contracted with the company that prints the guides to handle fulfillment, but we still need to find a solution to sending advertisers the names of guide readers who request more information from the reader response cards included in the guide. We have focused advertising dollars on digital advertising, primarily pay per click links on Google and Microsoft (Bing) to drive viewers to the visit-ketchikan.com website. We will add print and other elements back in as we have available funding.

Top paid lead generating\* sources this quarter/year

Travelalaska.com

www.alaskasinsidepassage.com

Visit Ketchikan guides

Alaska State Vacation Planner

AAA Journeys magazine/website

Leads are also generated from internet searches, friend and family referrals, national guidebooks (AAA, Lonely Planet) reciprocal websites (VisitAnchorage.com, AMHS website), the chamber of commerce and more.

\*Leads are defined as a visit to our web site prompted by an advertisement and all requests for a copy of our visitor guide.

Visit Ketchikan guide requests by mode of travel this quarter break down as follows:

13% by air      5% by ferry      78% visiting by cruise      4% undecided

Top areas of interest cited by requestors included Sightseeing tours, Native culture, outdoor adventure, Misty Fjords, Prince of Wales Island, fishing, and accommodations.

**[www.visit-ketchikan.com](http://www.visit-ketchikan.com)**

Unique visitors:      44,217 for the quarter

New visitors:      43,272 for the quarter

% Of New Visitors:      98%

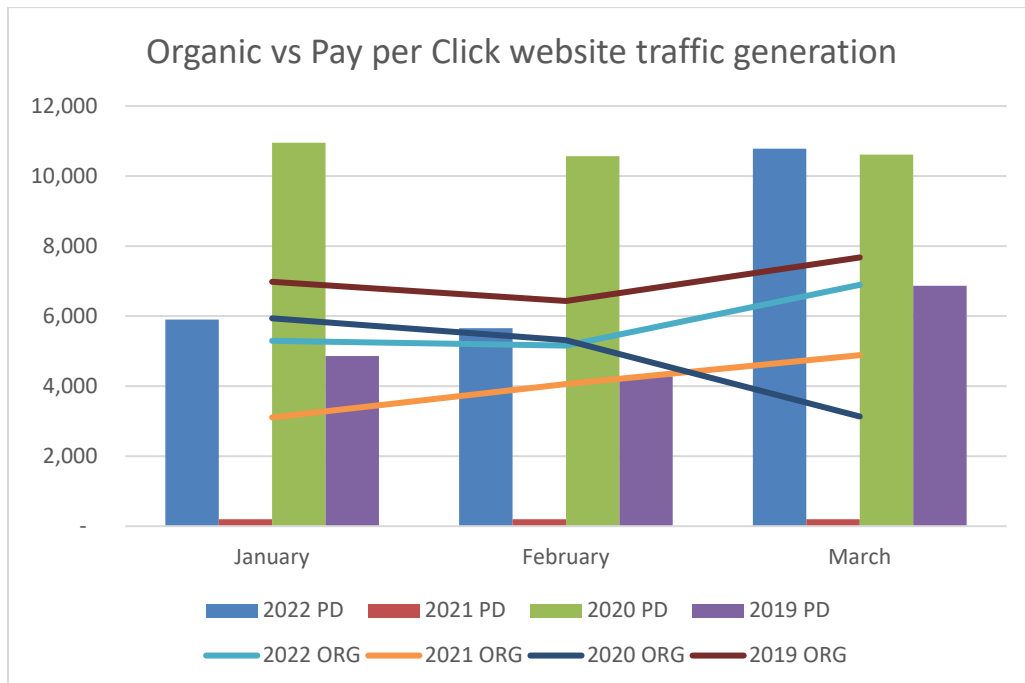
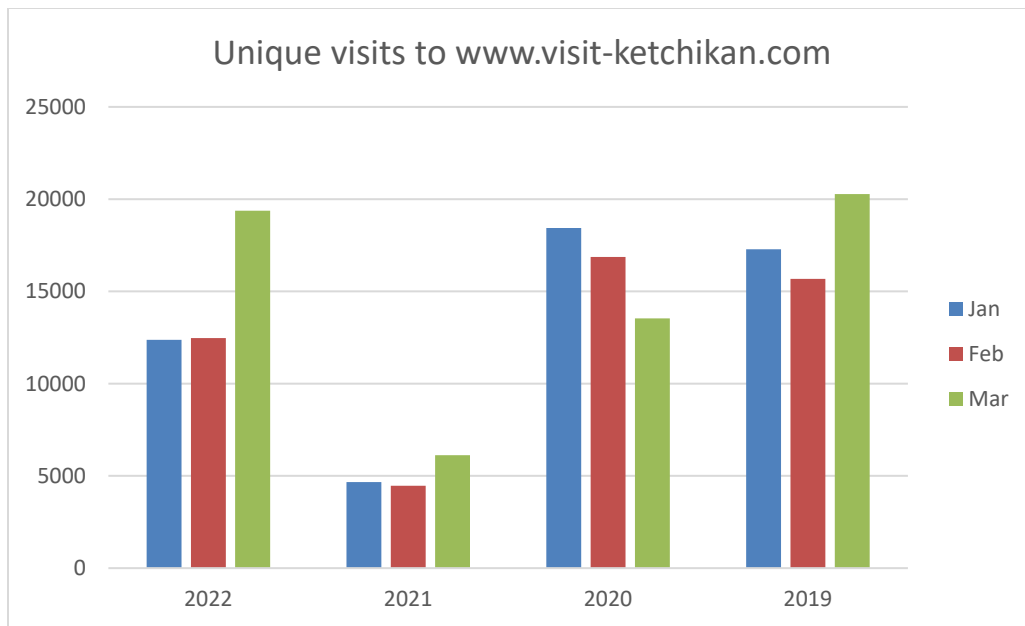
Site visits are up 66% from same quarter in 2021

Ad Impressions:      January:      503,815

February:      315,407

March:      519,489

1,338,711



Referrals from Visit-Ketchikan to local businesses (visitors clicking on links to member sites from ours): 20,779 for the quarter.

#### Meetings and Events economic impact\* this quarter

January: \$0 reported

February: \$22,878.00

March: \$37,944.00

**1st Qtr Total: \$60,822.00**

Events included attendees for the Wearable Art Show, Rainy Day Quilters event and a conference, trade show and board meetings at Ted Ferry Civic Center.

\*Figures are for events held at Ted Ferry Civic Center and/or groups who utilized KVB services. Some hotels consider this information proprietary and will not provide data to the KVB. Actual figures are typically higher than reported.

### City/Borough Activities

The KVB work session with Ketchikan City Council members was held February 22 at Ted Ferry Civic Center. The objective was to provide an overview and share the work that is occurring in the management/promotion of cruise activity in Ketchikan. Participants included Renee Limoge Reeve, VP of Government and Community Relations, Cruise Lines International- Alaska; Rick Erickson, Vice President Operations, Cruise Line Agencies of Alaska; Kari Erickson; Director, SE & Yukon Operations, HAP Alaska Yukon; Christa Hagan, Vice President of Operations, Taquan Air and Kawanti Adventures and Chair, KVB Tourism Best Management Practices Committee.

Met with the Borough's Tourism Strategy Study contractors, Confluence Sustainability and George Washington University prior to the start of meetings with the local community advisory committee on 3/22. The advisory committee is intended to meet monthly on the 4<sup>th</sup> Tuesday.

Met the City Ports & Harbors new Director Darryl Verfaillie on 3/24.

### Marketing/Public Relations Activities

Our Visit Ketchikan Guide for 2022 was printed in early March. We opted to return to a single guide for local and mailout distribution to keep advertising costs reasonable for businesses still recovering from the pandemic's loss of visitors. Distribution this quarter totaled 10,145 books, including 74 cartons to 21 visitor information centers from Bellingham to Fairbanks, and to local distribution points. Additional distribution locally will take place when seasonal businesses re-open.

Renewed our ad in the Society of American Travel Writers annual directory.

The local Race Around Revilla planning committee met to discuss whether to plan for a 2022 event. Given the return of cruise ships and start up/labor concerns, the event was put on hold.

Deb Anderson participated in the Northwest Events show in Seattle 2/28-3/1 to promote Ketchikan as a meetings/events destination.

Participated in an interview with Radio Canada, Ketchikan Daily News to discuss the lifting of Canada's border closure.

Kerri Hassett, KVB Visitor Services Manager participated in the Holland America Alaska Cruise and Travel Show held in Seattle March 19.

### Media Relations

Assisted the Kelly Clarkson Show with a last-minute request to pull together a fishing trip and airfare for two brothers who found each other and were appearing on the show.

Contacted by travel writer Melinda Crow about her upcoming cruise to Alaska.

Agreed to host two travel writers following a trip to Waterfall who wanted to spend time in Ketchikan.

### State, Regional Tourism activities

Participated in teleconferences with the following organizations:

Alaska Travel Industry marketing committees

Destination Marketing Association of the West Board of Directors

ATIA held a hybrid and short version of their annual conference Jan 18-20.

DMA West held the first Tech Summit since the pandemic, which was combined with a board of directors meeting 3/30-4/1.

### **TBMP Activities**

The Steering committee hosted a community open house March 31 at Cape Fox Lodge. The purpose was to reintroduce the TBMP program after being put on hold during the pandemic, and to encourage businesses to sign up. An estimated 50 people participated with stations set up for the various business categories. Cape Fox donated the room and provided coffee service for the event.

### **Visitor Center Operations**

The visitor center operated M-F, 8am to 5pm this quarter. Efforts to hire seasonal workers began as well.

Publication of the annual Ketchikan Cruise Ship Calendar was finalized. Tena Williams, with Pioneer Printing has agreed to continue printing the calendar complimentary. CLAA Alaska is working to nail down dates with the major cruise lines but there have been far more changes to sailing dates and port calls this season. We've reached out to the small ship lines and Ports & Harbors to obtain schedules for ships that don't utilize CLAA's services.

### **Admin/General Operations activities**

Our PPP loan was officially forgiven on 1/25/22

The KVB Board of Directors held its planning retreat on February 2. Presentations were scheduled to include updates from Alaska Airlines, Alaska Marine Highway System, City of Ketchikan Ports & Harbors, Cruise Line Agencies of Alaska, Cruise Industry Association-Alaska, Inter-Island Ferry Authority and Ward Cove Dock Group. Priorities for the year were identified as:

Promote Tourism Jobs

Re-launch the TBMP program

Reinstate events such as luncheons and banquet

Work to engage leadership

Build community awareness of the benefits of tourism

The board will address this priorities during planning session meetings throughout the year.

KVB offices closed in observance of New Year's Day on January 3, January 17 in observance of Martin Luther King, Jr. Day, and February 21 for Presidents Day.

KVB Member lunches resumed on 3/25 with Jennifer Black, VP of Strategic Development, The Mill at Ward Cove providing an update.

*Submitted by Patti Mackey, President & CEO*



# THE BEST STORIES ARE ALASKAN STORIES.

Looking to tell a real Alaskan story? Visit Ketchikan and live like a local for a while. Take to the air with a bush pilot on a floatplane through the Misty Fjords. Or join a local captain on a wild salmon fishing adventure. You can tour a clan house or totem pole park with a Native Alaskan from one of our three local tribes; explore a historic cannery or a modern working oyster farm. Then join locals at a brewery for a beer and Ketchikan tall tales. And finally, finish your day with a feast of fresh-caught wild seafood, just like we do!

DIGITAL MEDIA KIT  
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@VisitKetchikan #VisitKetchikan





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## ALASKA AWAITS

**VISIT-KETCHIKAN.COM**

## This Year, Share the AAA Peace of Mind



Make 2022 special by covering everyone under your roof. For only **\$41 per person annually**, you can add household members to your AAA membership – whether you have AAA Classic, Plus or Premier. To cover those closest to you, visit **[AAA.com/AddAssociate](http://AAA.com/AddAssociate)**.



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Posted in [Alaska](#) | [Nature](#) January 12, 2022 by [Megan McDonald](#)

## 12 Scenic Trails To Explore In Alaska, One For Each Month Of The Year

Alaska is an absolute wonderland all year long. There are thousands of hikes all throughout the state, ranging from beginner to difficult. We put together a list of our favorite seasonal hikes in Alaska for you to enjoy all 12 months out of the year! So grab your kit, and your hiking buddy, and head on out to any of these unforgettable hikes in the Last Frontier.

*During these uncertain times, please keep safety in mind and consider adding destinations to your bucket list to visit at a later date.*

### 1. January: W Butte Trail, Palmer, Alaska



discover  
Alaska

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BACKROADS

LIVE YOUR ADVENTURE | GO ACTIVE.





## 10. October: Carlanna Lake Trail, Ketchikan, Alaska



Shauna S / AllTrails

Hiking the Carlanna Lake Trail is like traipsing through a fairy tale. Cross beautiful boardwalks as you explore the Tongass National Forest and pass by lakes and waterfalls. The trail is a 5.1 out and back hike, and you'll gain 2,316 ft throughout the whole thing. This is a beautiful hike to do in the fall when you're visiting Ketchikan!

## EDITORIAL

# Strategic tourism

Tourism's benefits and effects are community-wide in Ketchikan, and it's good to see the Ketchikan Gateway Borough and City of Ketchikan communicating on the subject.

The borough's Planning Department has launched a community tourism strategy development process, a four-phase effort that intends to produce a "Tourism Strategy/Destination Stewardship Roadmap" by March 2023.

According to project information, the borough "recognizes that the community is at a critical juncture as it experiences the effects of sustained growth in tourism and will work with the community to define a shared vision for growth within a destination tourism management strategy."

And what is destination management? The project information provides four descriptive elements. The one closest to an overall summary describes destination management as using a "participatory planning process that involves residents, community leaders, government agencies, nonprofits, and the tourism industry to define a shared vision to manage the destination over a stated period of time."

On Thursday, Richard Harney, the borough's director of planning and community development, is scheduled to give a presentation about the effort to the Ketchikan City Council. According to the council agenda, Harney will introduce the project's scope, goals and timeline; and how the city and community can be involved.

Involvement by all is appropriate. The City of Ketchikan and Ketchikan Gateway Borough have different roles and circumstances relative to tourism, yet those roles and circumstances are not fully independent. They intertwine. A cruise ship passenger disembarking at a city-owned dock can travel outside of city limits for a tour, just as a passenger disembarking at Ward Cove can travel to downtown or through city limits. Basic examples, but they're not the only ones.

It's good that the borough official coordinating the tourism strategy development process is talking with the City Council early in the process. The council is prudent to make space on its agenda for the presentation. The public benefits, too, from the open discussion about the process and its goals.

This past week, the Ketchikan City Council held a work session with the Ketchikan Visitors Bureau and representations of the cruise industry and visitor-related local businesses. The goal was to gain information to inform the council as it contemplates the creation of a city tourism manager position.

This week's presentation on the borough's tourism strategy development is another sign that the local governments are moving forward — along with the community — on determining what the community wants for the future of tourism in Ketchikan.

It's good to see, and it should continue.



USA

# Alaska hotels, new and renovated, await a new season

By Renee Brincks   | Feb 12, 2022



The restaurant at the Marriott Anchorage Downtown, which completed a full renovation in December. Photo Credit: Courtesy of Marriott Anchorage Downtown

Hotels in Alaska are gearing up for summer travel with room renovations, new wellness options and aurora-viewing additions. Here's a look at a few of the noteworthy updates.

Marriott Anchorage Downtown: The hotel finished a full renovation in December. In addition to updating all 392 guestrooms and suites with new furnishings and decor, crews added wall outlets, USB charging ports, high-speed WiFi, 55-inch televisions and back-lit vanity mirrors. Designers chose neutral colors and nature-themed artwork, including abstract canvas paintings reflective of Alaska's glaciers and aurora-season skies.

The interior and the menus at the Promenade Cafe got a refresh, as did the Marriott's six event venues, which together offer 15,000 square feet of gathering space. New communal tables and charging stations for personal electronics were added to the lobby-level Great Room restaurant and lounge, as well.

Open for lunch and dinner, the Great Room serves American food, cocktails and locally brewed beers. The Marriott Anchorage Downtown's revamped lobby now spotlights Alaska Native art and aurora-inspired light displays.



The Aloft Anchorage is slated to open in March in the city's midtown neighborhood. Photo Credit: Courtesy of Aloft Anchorage

**Aloft Anchorage:** The Aloft Anchorage is slated to open in March, bringing 146 new rooms to the city's midtown neighborhood.

Accommodations will be outfitted with WiFi; 55-inch, flat-panel TVs; in-room coffee and tea; air conditioning; walk-in showers; and other amenities. The four-floor property will also have accessible rooms with 32-inch-wide doorways and roll-in showers plus hearing-accessible amenities available upon request.

Nearly 3,000 square feet of event space will accommodate up to 240 guests, and the hotel will also have a restaurant, a business center, laundry facilities, a 24-hour fitness center and an indoor pool.



Photo Credit: Sealaska Heritage Institute

## Sealaska to focus on culture

When it opens this summer, the indoor-outdoor facility will spotlight northwest coast art and artists, headlined by members of the Tlingit, Haida and Tsimshian communities of Southeast Alaska.

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**Alyeska Resort:** Located southeast of Anchorage in Girdwood, the resort is finishing construction on a 50,000-square-foot, indoor-outdoor spa anchored by a European-inspired hydrotherapy circuit. The venue features 12 hot and cold plunge pools along with dry saunas, steam rooms and an exfoliation cabin that incorporates Alaska sea salts into treatments. The updated spa will continue offering classic massages, and a new cafe will serve wellness-minded fare for spa guests.

**Soaring Eagle Lodge:** Two cottages debuted at the Kenai Peninsula property in 2021, and a third will be introduced this year. The accommodations are equipped with full kitchen and living facilities, fireplaces and outdoor decks open to mountain and Cook Inlet views. The all-inclusive destination near Soldotna offers themed and customizable vacation packages.





The aurora conservatory features three glass walls, a glass ceiling, a fireplace and various seating options. Photo Credit: Courtesy of Pike's Waterfront Lodge

**Pike's Waterfront Lodge:** The property in Fairbanks has introduced an aurora conservatory for indoor northern lights viewing. Set along the Chena River, the heated conservatory features three glass walls, a glass ceiling, a fireplace and various seating options. The resort also plans to introduce aurora-focused cabins in late 2022.

The E.T. Barnette building, which opened at Pike's in March 2020, houses activities for travelers of all ages. Aurora- and nature-themed films play at the 14-seat Empress Theater, and visitors can play pool in an adjacent room dubbed Jay Bird's Short Cue and (Slightly) Crooked Billiards Speakeasy.

Cozy seating and stacks of books fill the 1,000-Book Alaskan Library, where guests can flip through volumes on Alaska Native culture, gold rush history, local wildlife and the aurora borealis and fiction inspired by the Alaska experience.

**Cape Fox Lodge:** Work to replace the tram connecting Cape Fox Lodge to Ketchikan's Creek Street waterfront will be completed this spring, and the new tram will deliver guests to the hotel's lobby starting on May 1. A new brick-oven pizza place called Eagle's Nest also opens at the lodge in May.

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