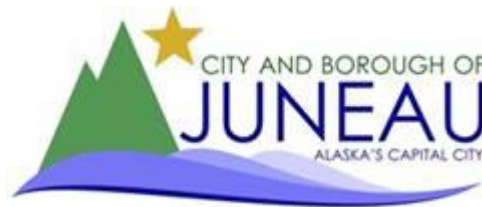




Juneau Tourism Survey 2024

Southeast Conference Mid-Session Summit

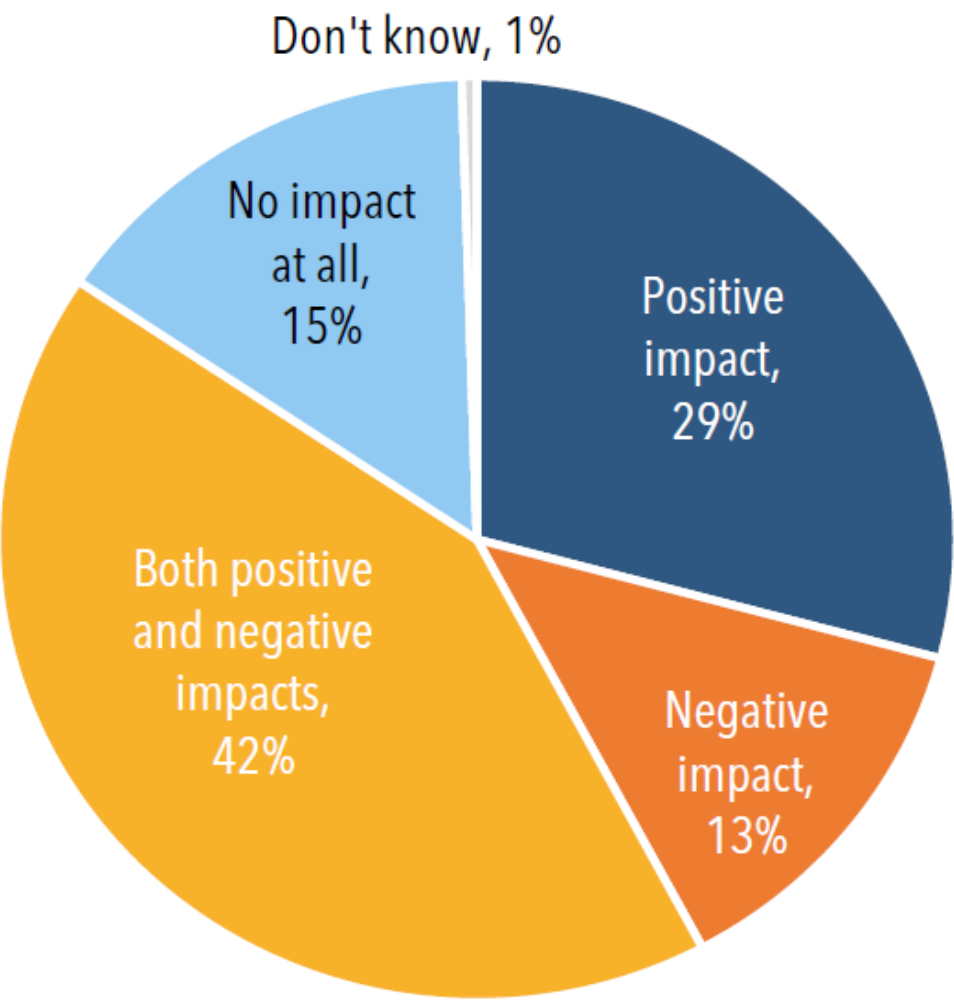
February 11, 2025



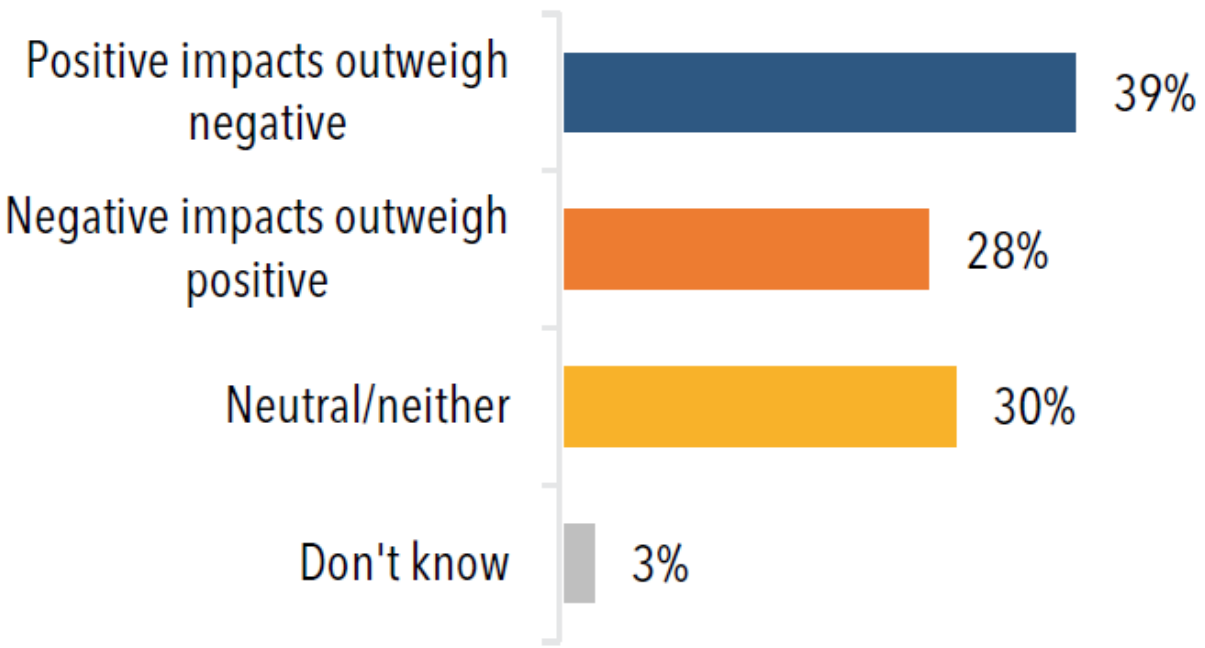
Resident Survey Methodology

- Telephone survey of 501 randomly selected residents
- Mix of cell and landlines
- Some questions repeated from previous surveys (1995, 1998, 2002, 2006, 2021, 2022, 2023)
- 2021 Survey referenced 2019 season
- Screening question: lived in Juneau in summer 2024
- Max margin of error: +/- 4.3%
- Data weighted by age and neighborhood to reflect population
- Results tested for differences between subgroups: neighborhood (live/work), age, gender

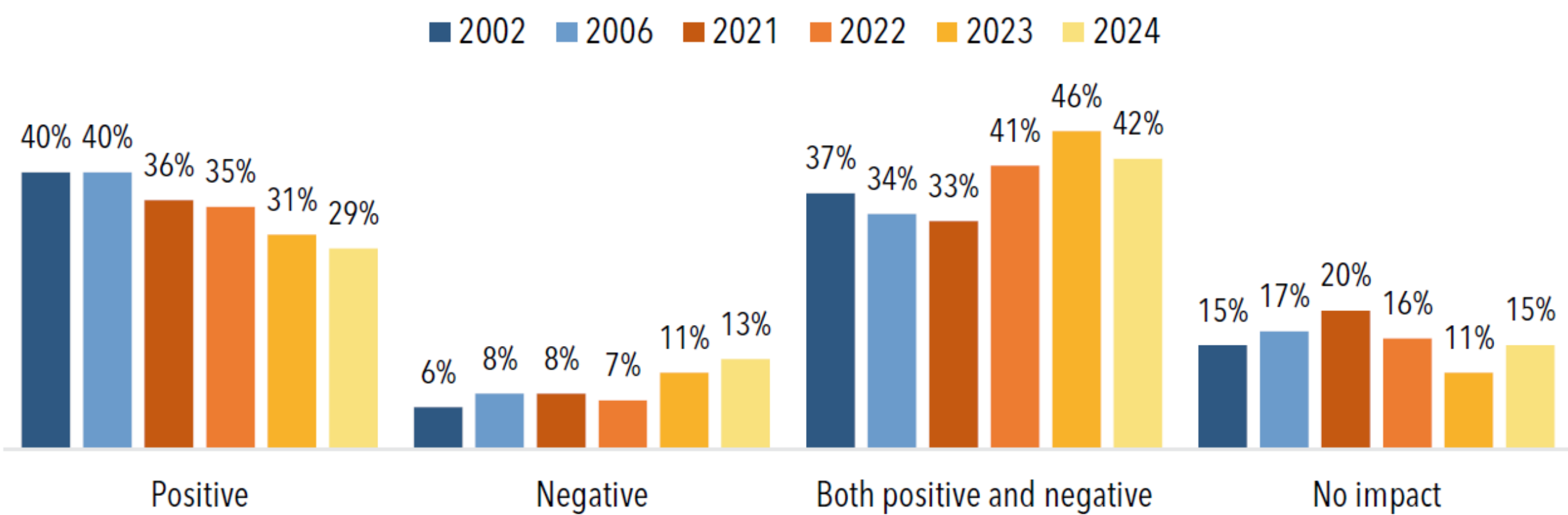
Do you feel the visitor industry has an overall positive impact, negative impact, both negative and positive impacts, or no impact at all on your household?



Among those who responded "Both:" Do you feel the positive impacts outweigh the negative impacts or the negative impacts outweigh the positive impacts?

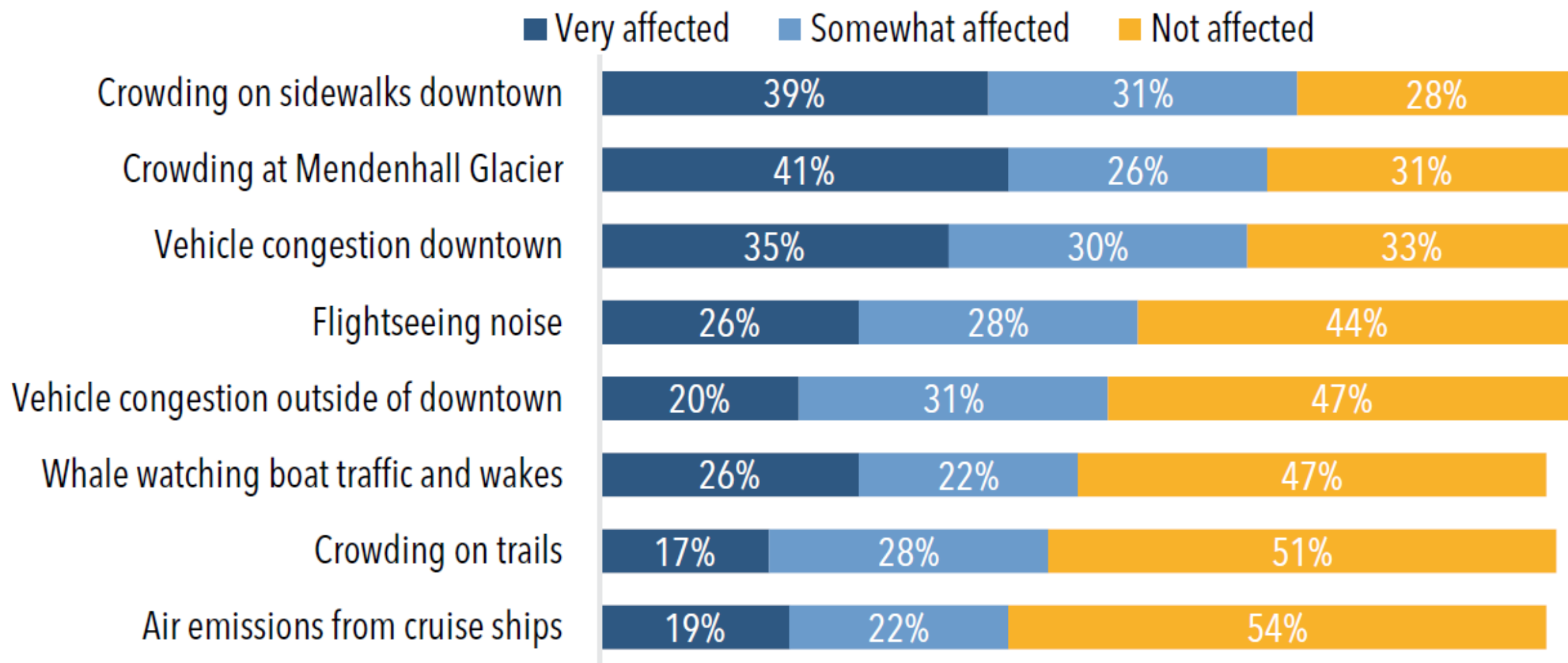


TREND: Overall Impact of Tourism on Households, 2002 to 2024



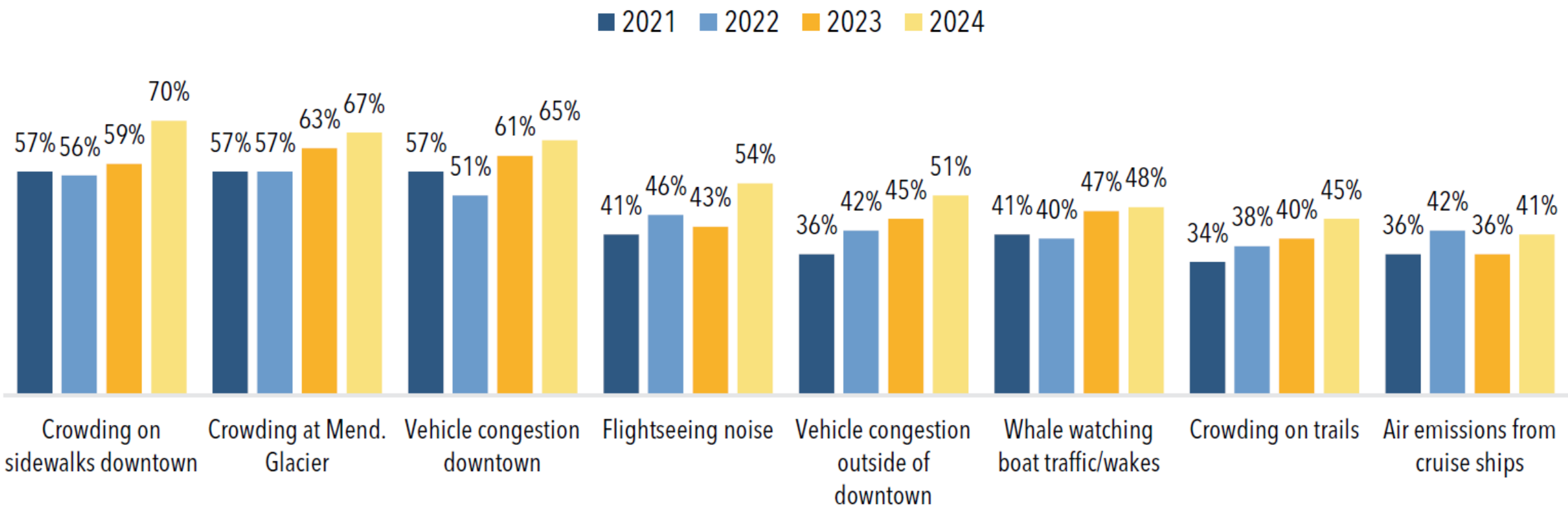
Notes: The 2021 survey referred to 2019 impacts. Excludes "don't know" and refused responses.

For each of the following visitor-related impacts, was your household very affected, somewhat affected, or not affected in 2023?

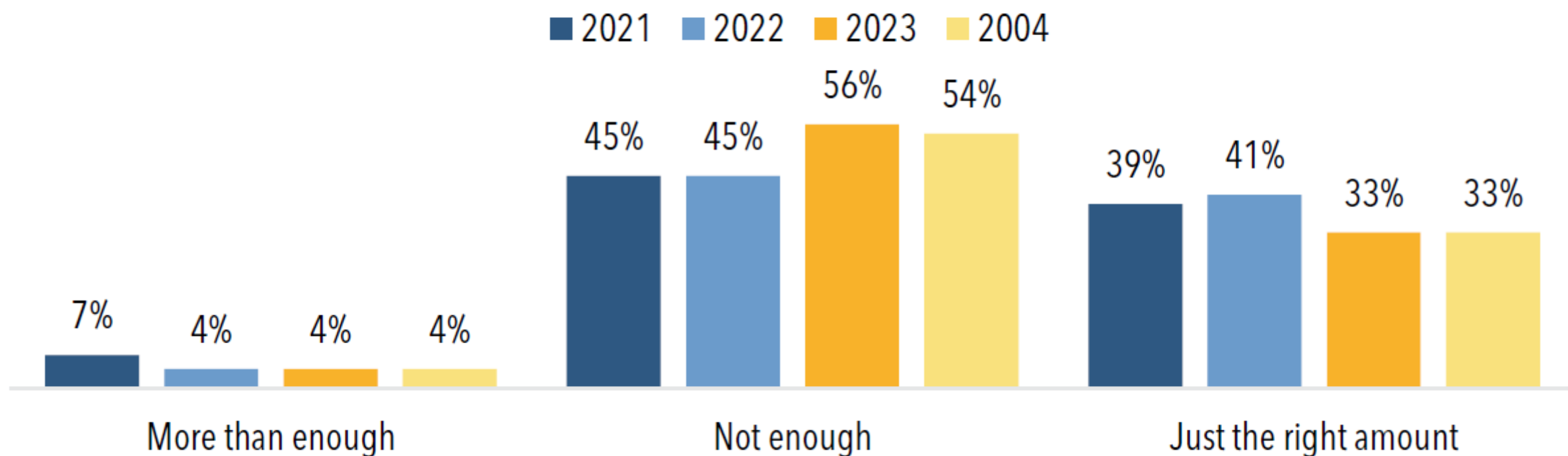


Note: Rows do not add to 100% due to *don't know* responses.

TREND: Percentage of Households Somewhat/Very Affected, 2021 to 2024

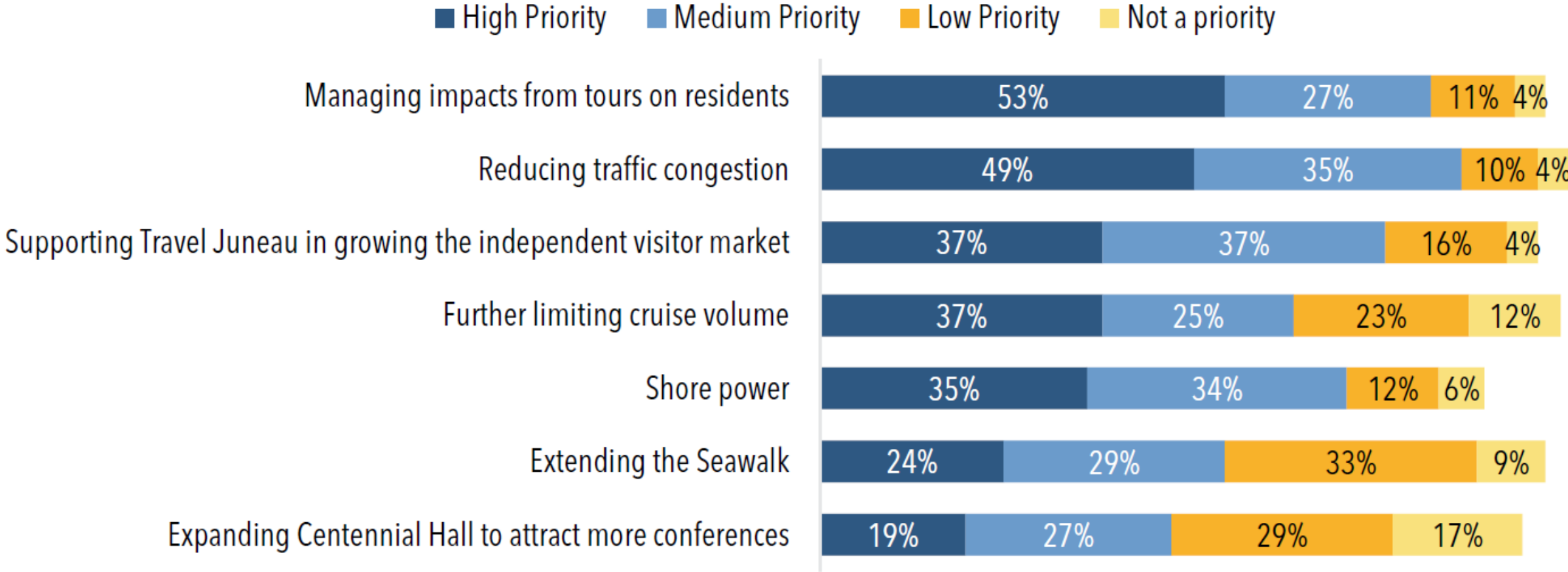


TREND: Is CBJ doing more than enough, not enough, or just the right amount to manage the impacts of the visitor industry? 2021 to 2024



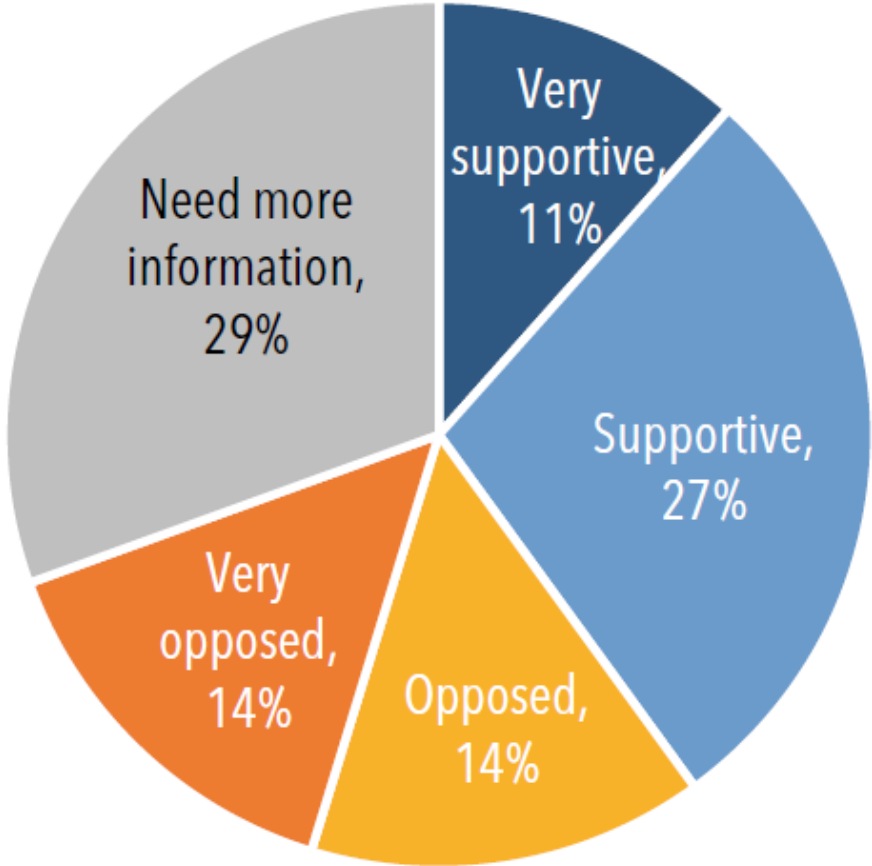
Note: Excludes "don't know" responses.

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



Note: Rows do not add to 100% due to *don't know* responses.

How supportive or opposed are you
to the Huna Totem dock project?



How supportive or opposed are you
to the Goldbelt dock project?

