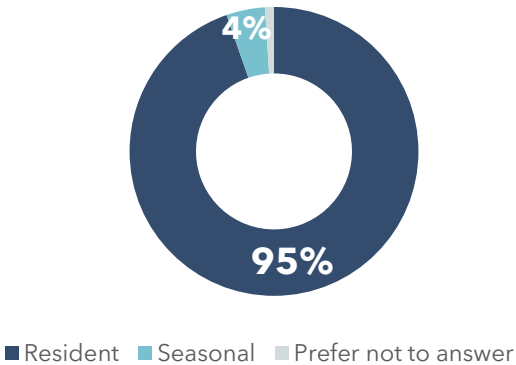


**END-OF-SEASON  
TOURISM SURVEY  
RESULTS**

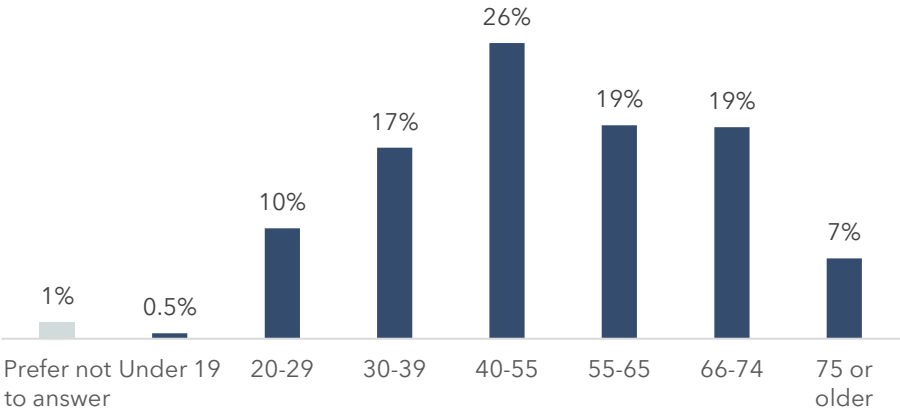
# Community Survey Results

## DEMOGRAPHICS

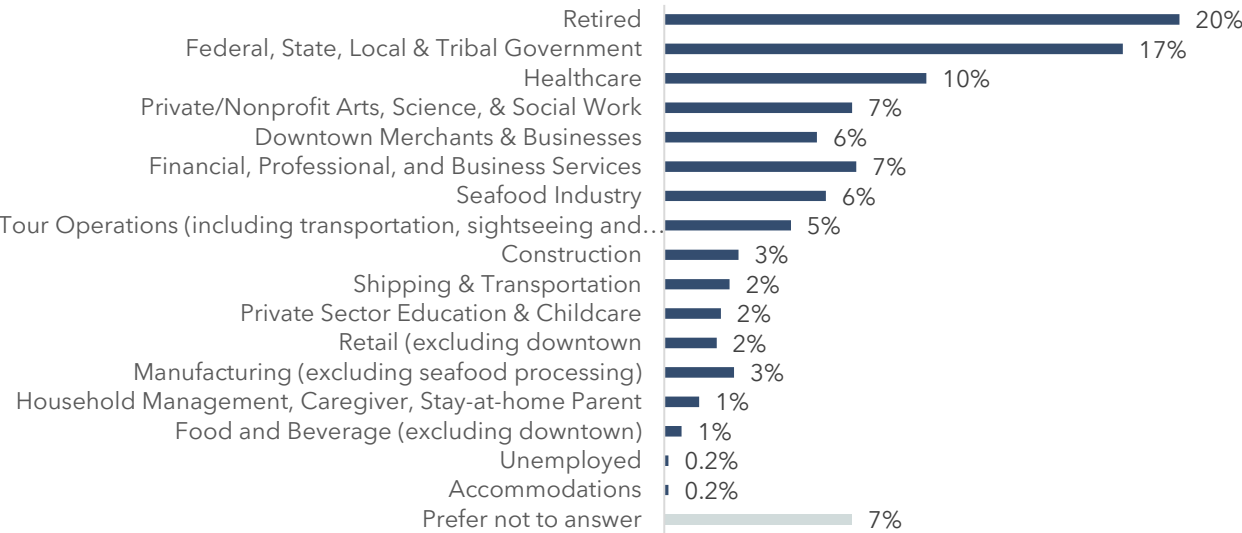
Q1. Describe your residency



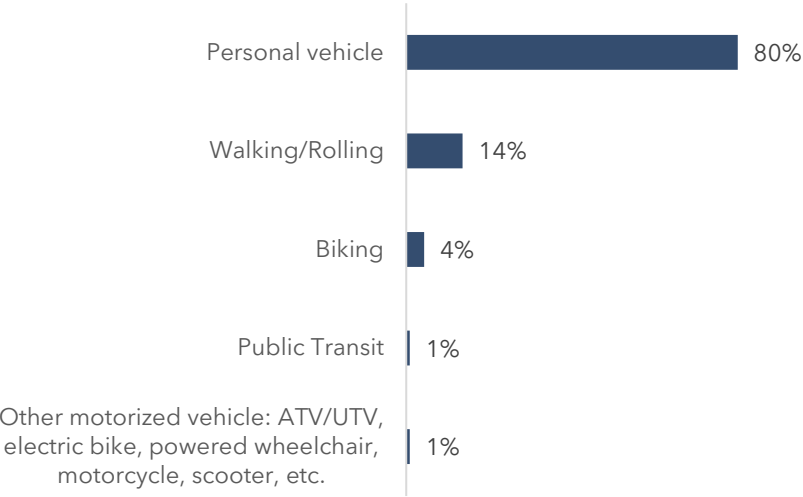
Q2. What is your age?



Q4. What is your primary occupation?



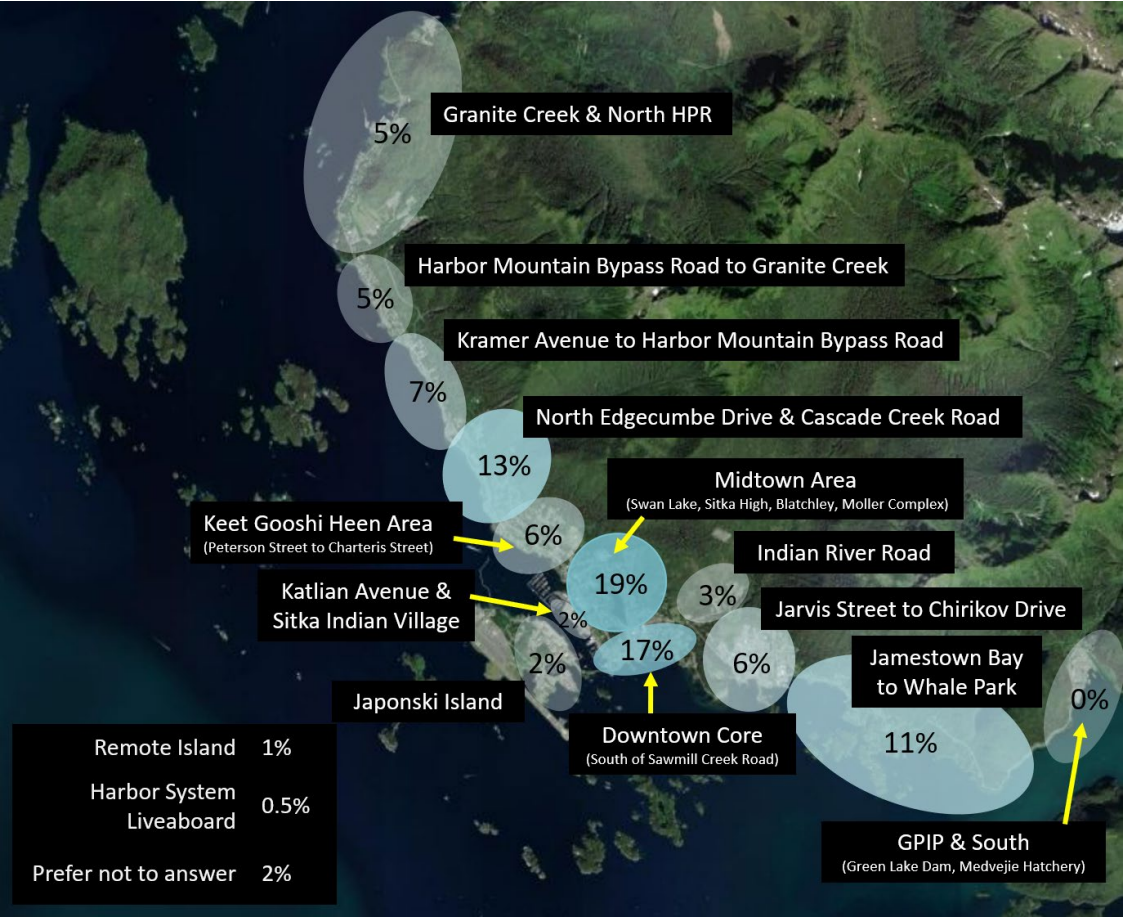
Q6. What is your primary mode of transportation?



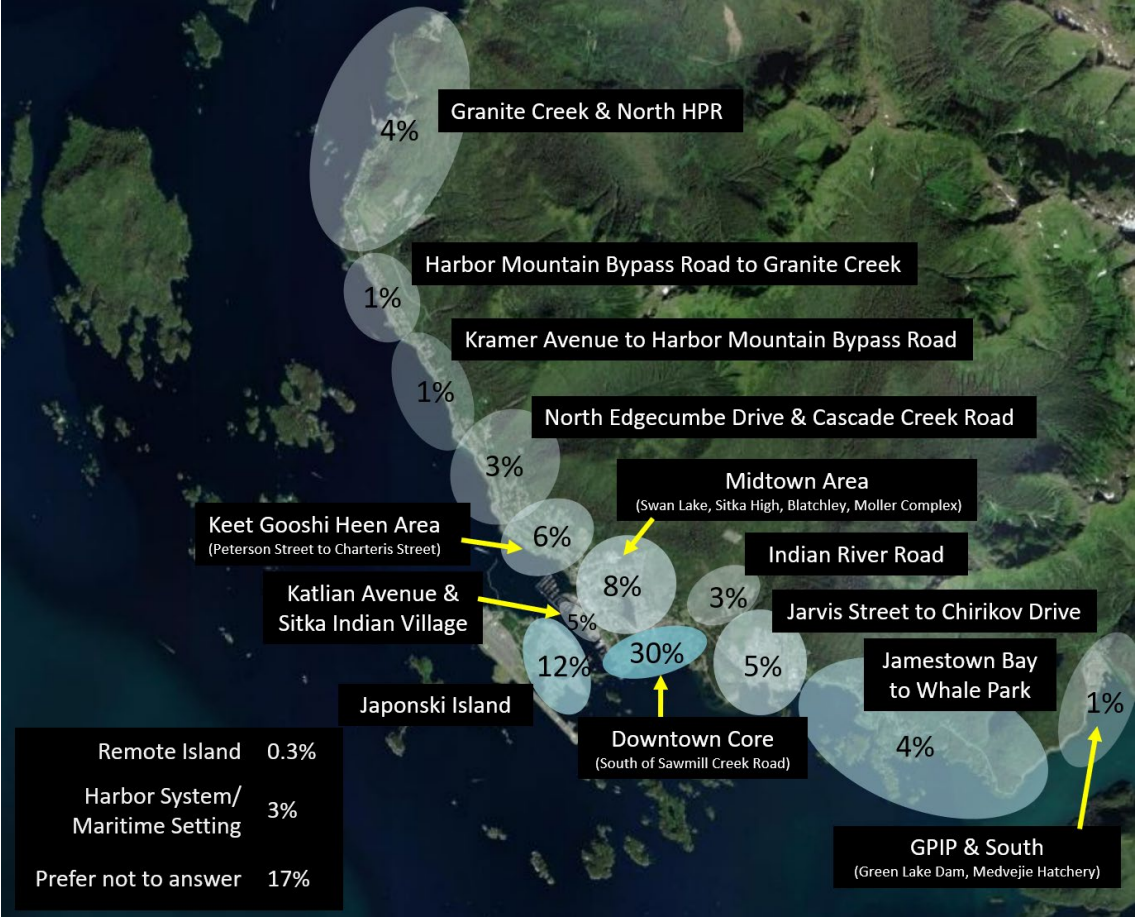
# Community Survey Results

## DEMOGRAPHICS: RESIDENTIAL & WORK NEIGHBORHOODS

What area of town do you live in?

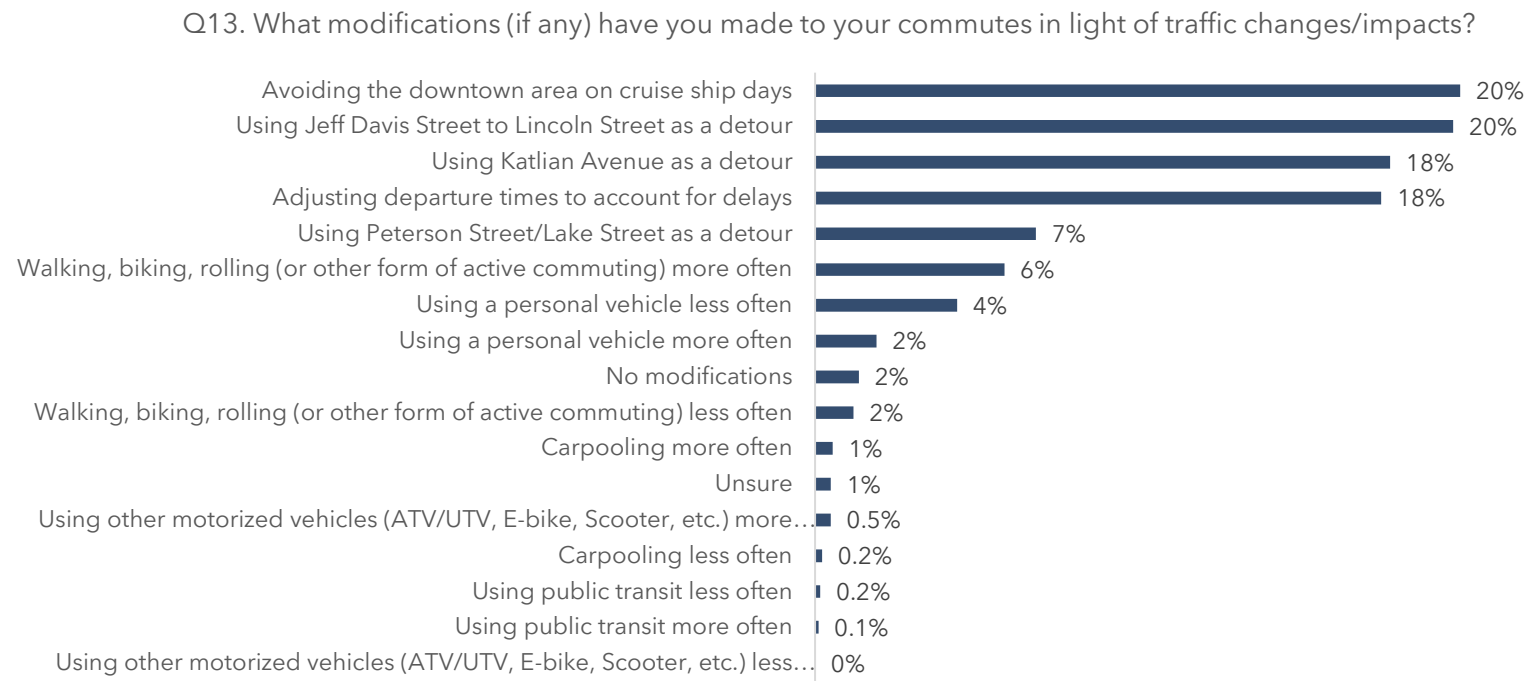
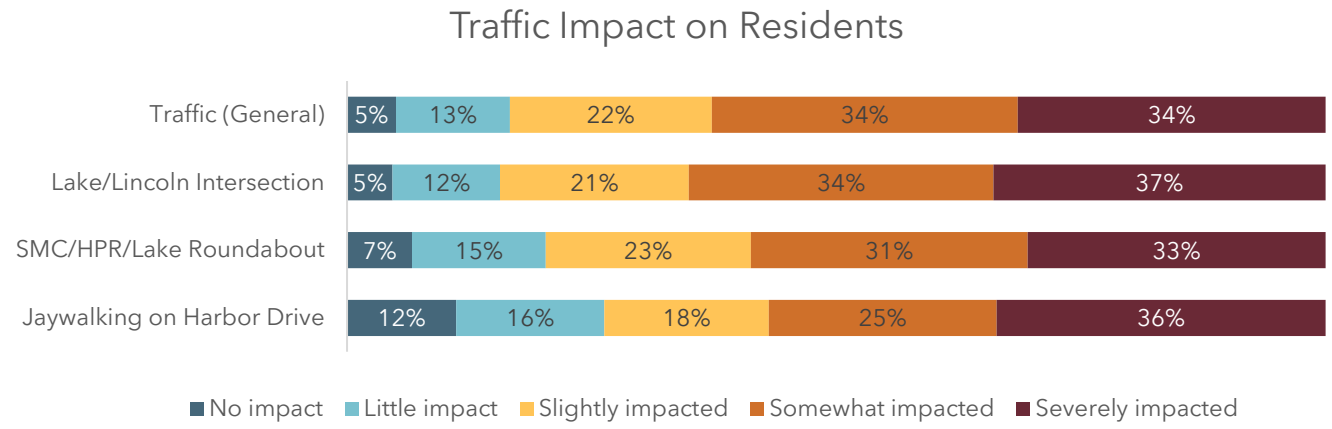
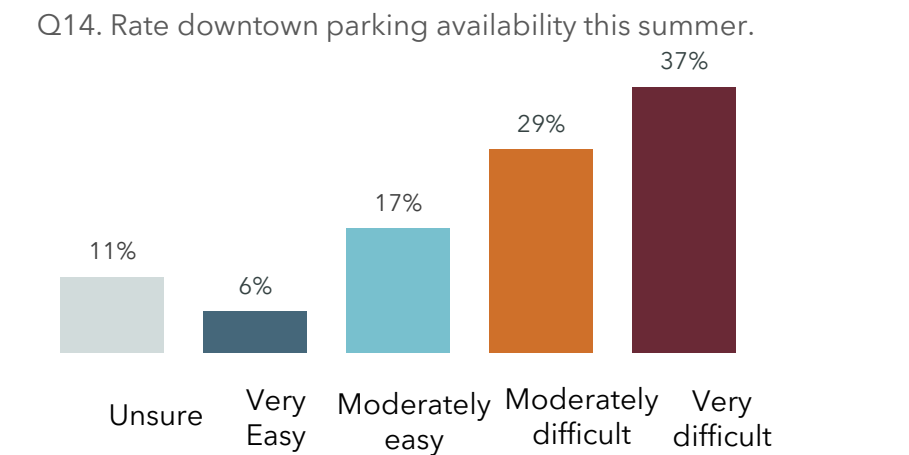
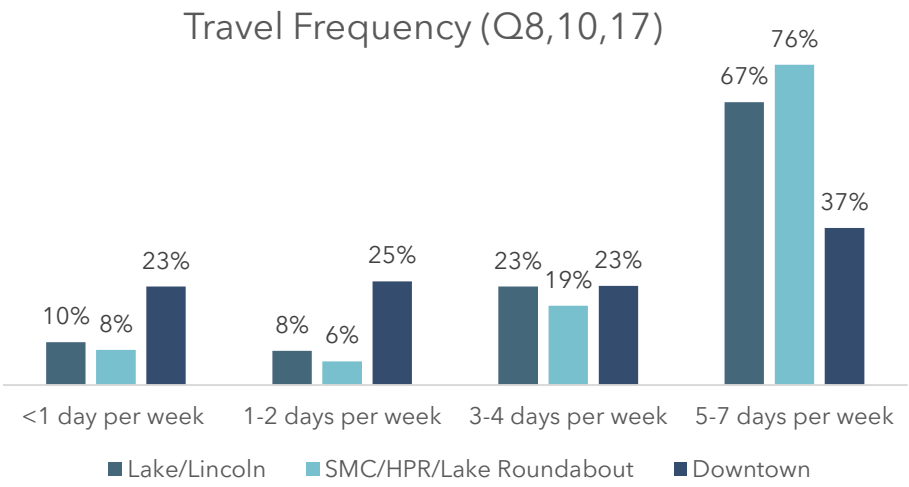


What area of town do you work in?



# Community Survey Results

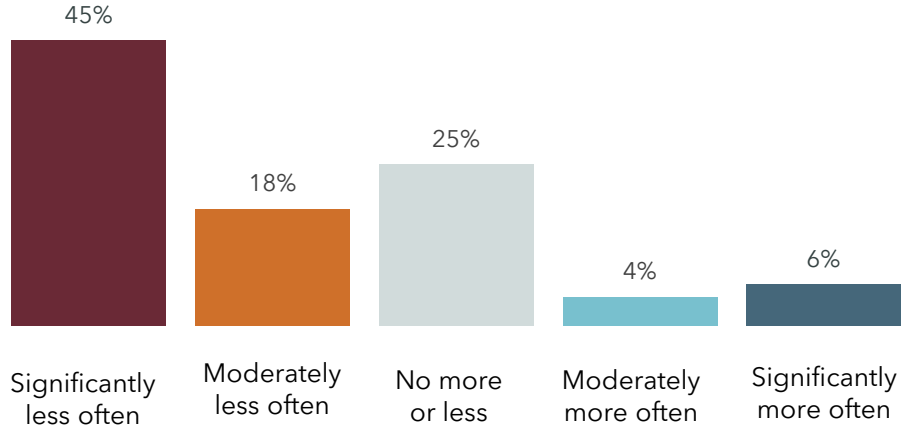
## TRAFFIC IMPACTS



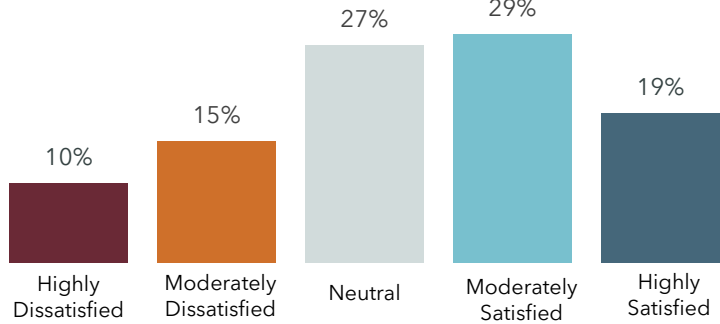
# Community Survey Results

## LINCOLN STREET

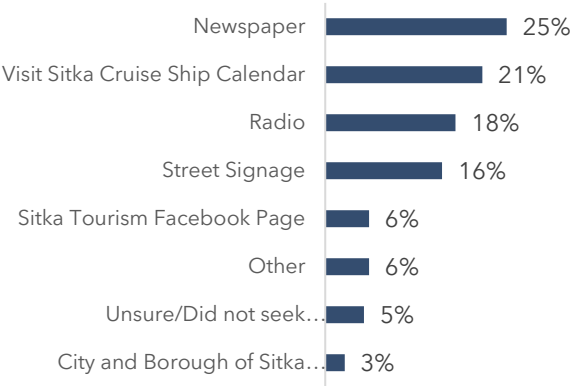
Q18. How much more or less did you go downtown on street closure days?



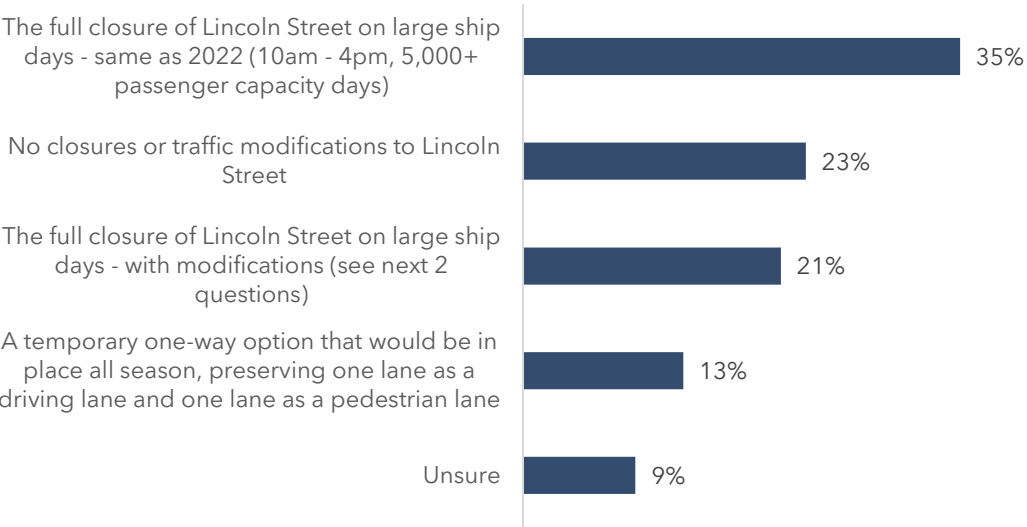
Q20. Rate your satisfaction with communications regarding Lincoln Street closures, traffic changes on city streets, or other public information relating to city tourism operations this summer.



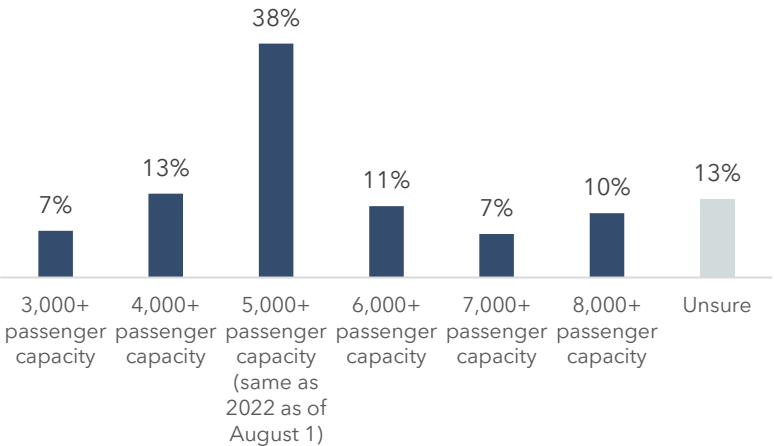
Q21. What was the primary communication medium you used for information regarding Lincoln Street closures?



Q22. Next season, I support:



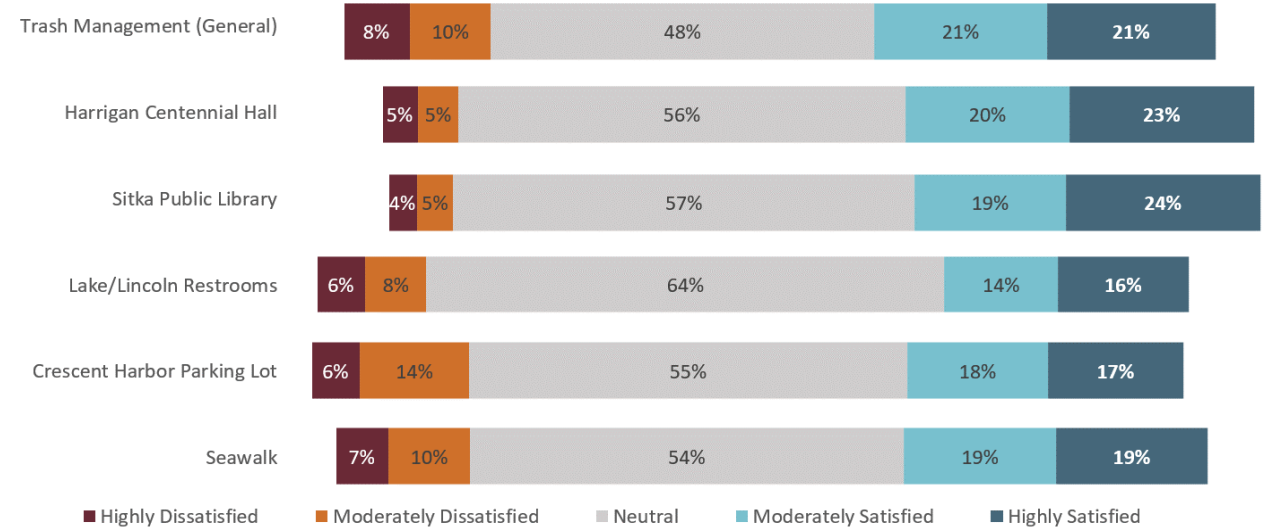
Q23. If Lincoln Street closures continue next season, closures should take place on days with:



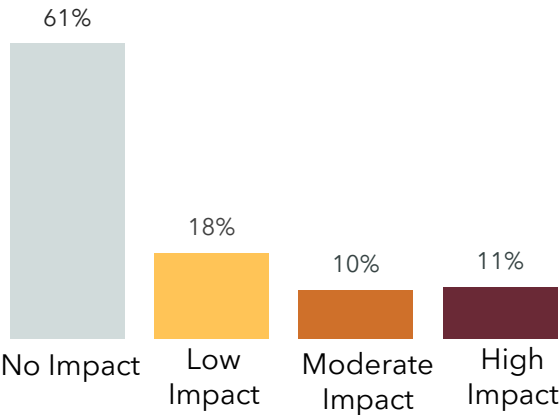
# Community Survey Results

## OTHER CBS SITES/AMENITIES

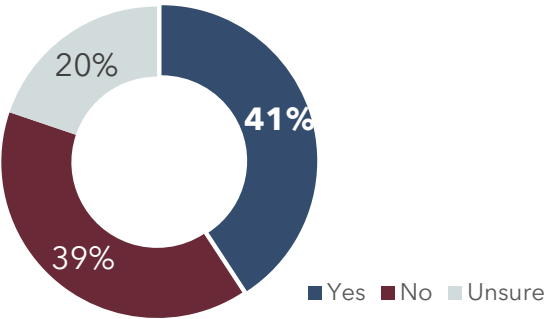
Rate your Satisfaction with trash management



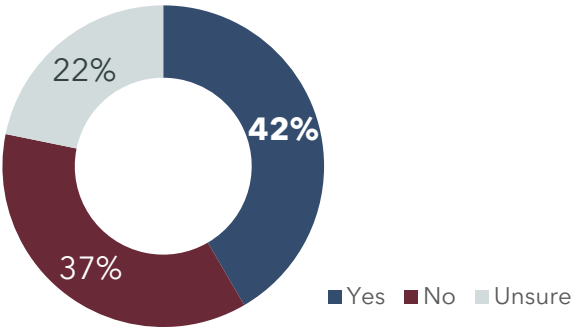
Q15. Describe how you were impacted by limited access to the Crescent Harbor boat launch.



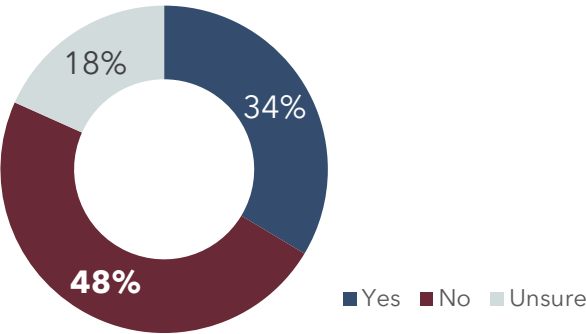
Q26. I support the use of the upper Maksoutoff Street for the placement of the temporary restroom units.



Q27. I support the use of the parking lane on Lincoln Street near Barracks Street for placement of a temporary restroom unit.



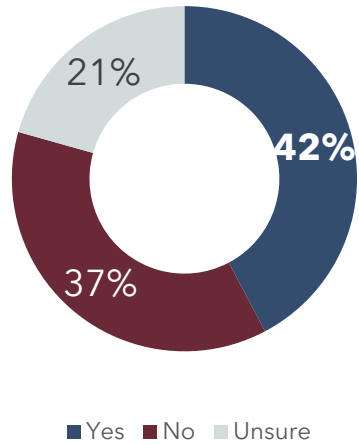
Q28. I would support the use of additional city funding to keep the temporary restrooms open during non-cruise ship days.



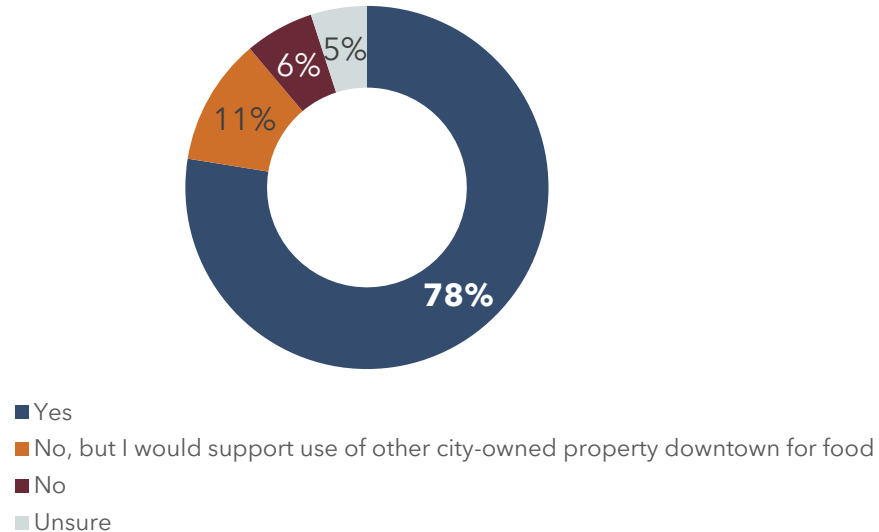
# Community Survey Results

## PROGRAMS NEXT SEASON

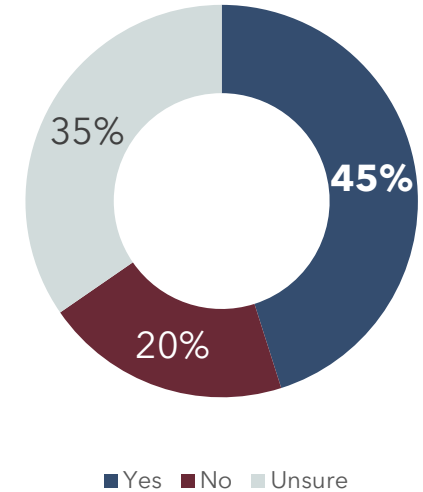
Q29. I support the use of city funding for a looping shuttle system to serve locals and visitors in the downtown area.



Q25. Next season, I support the permitting of food cart operations on Lincoln Street



Q30. I would like to see the Walk, Bike, Win! program continued next season.

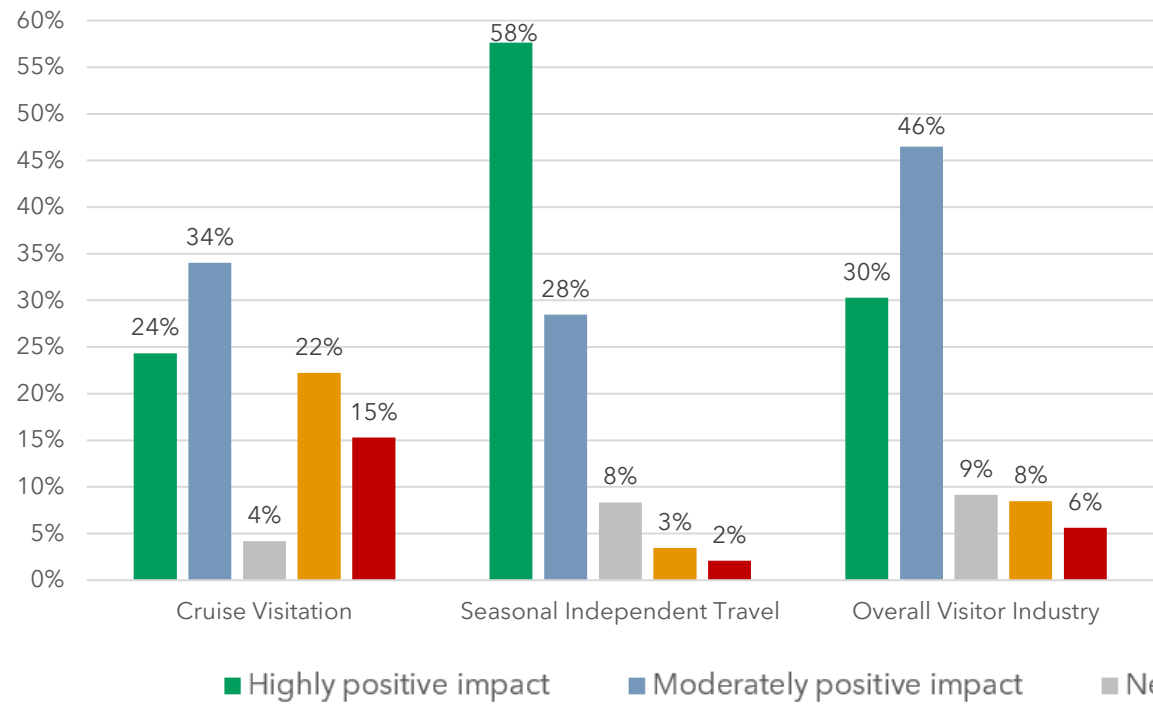




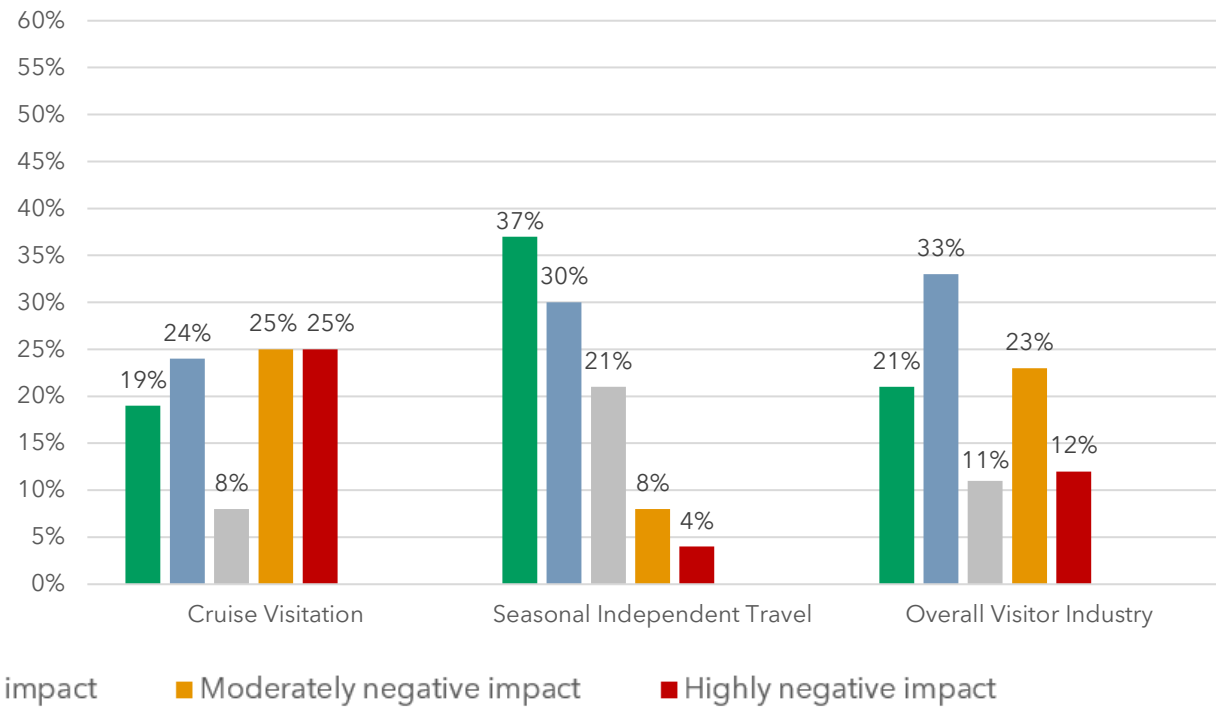
# Community Survey Results

## OVERALL VISITOR INDUSTRY IMPACT

Pre-Season Ratings



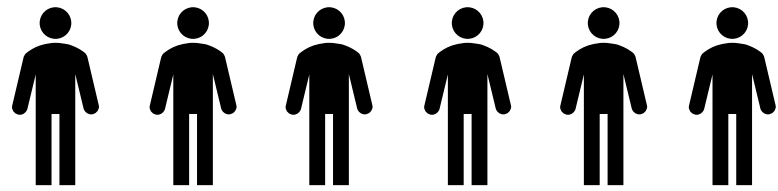
Post-Season Ratings



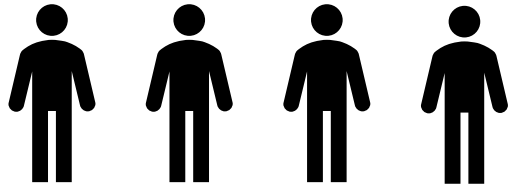


# Community Survey Results

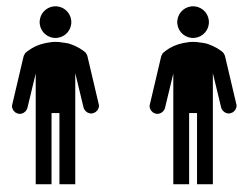
## COMMENTS, SENTIMENT, & OVERALL IMPRESSIONS



601 total survey respondents



436 respondents answered long-form



228 traffic concerns

- 120 regarding pedestrian and bike safety
- 108 regarding Lake/Lincoln intersection and general traffic



About 1 out of 6 respondents...

- Expressed concern or dissatisfaction with the amount of visitation
- Felt their quality of life had been negatively impacted and/or that locals were not being prioritized
- Had complaints related to bus operations – volume and environmental impacts

51	43	41	25	23	19	18	14	10	10
Environmental concerns: air and water pollution, emissions, noise	New locations for portable restrooms and/or new permanent facilities	Expanded use of closure and more amenities	Less downtown shopping/visitation	Positive feedback about CBS operations/handling of tourism	More money/community benefit needed from the cruise industry	More hours/availability for portable restrooms	Modifications to Lincoln Street closure	Bikes allowed in closure area of Lincoln Street	Telecommunications impacts



Sitka Sentinel Photo

# Assembly & Planning Committee Joint-Work Session

THE **1** GREATER SITKA  
**chamber**  
OF COMMERCE

Greater Sitka Chamber of Commerce  
October 27, 2022

**Sitka** VISIT

# Visit Sitka: Convention and Visitors Services Contract

Transient Lodging Tax: 6% tax per night

- Industry Specific Tax collected by the Visitor Industry
- Funds used for Visitor Industry Promotion



## Greater Sitka Chamber of Commerce Selected in RFP Process

- 3-year contract October 2015-June 2018
- Sitka Chamber creates Visit Sitka, Sitka's Destination Marketing Agency (DMO)
- 3-year renewable contract began January 2019
- Currently in 2<sup>nd</sup> 1-year renewal of 5

**Sitka** VISIT



New in 2022:

## Communications & Operational Support

Visit Sitka was contracted in April to implement Short-Term Tourism Plan

- Community-Wide Communications
  - Communications Plan
- Signage & Design
- Lincoln Street Closures
  - Staff supervision & monitoring
  - Roving Information Staff

\*Destination Marketing  
& Management  
Organization\*

**Sitka**<sup>VISIT</sup>

# Communications

- Community-Wide Communications
  - Emails
  - Facebook/sitkatourism
  - Media- Radio, Newspaper, Flyers
  - Live-Google Calendar
  - Sandwich Board at Visitor Information Center

**Sitka Tourism**  
Sep 14 · 🌐

Tomorrow (September 15th) will be the final day of Lincoln Street closures for the season.

View the full cruise ship calendar with capacity counts at [bit.ly/sitkacruiseagenda](https://bit.ly/sitkacruiseagenda).

**ROAD CLOSURE**  
SEPTEMBER 15 | 10 AM - 4 PM

**Quantum of the Seas**  
Arrives 9:30 AM | Departs 6 PM

**Westerdam**  
Arrives 8 AM | Departs 4 PM

Lincoln Street becomes pedestrian-only from 10:00 am - 4:00 pm on days with 5,000+ cruise ship capacity. Parking is unavailable in closure area beginning at 9:00 am. Closure dates are subject to change based on cruise ship capacity.

**COMMUNITY FEEDBACK LINE**  
sitkatourism@gmail.com | (907) 747-4088  
Reach out to us with ideas or suggestions for the summer 2022 season!

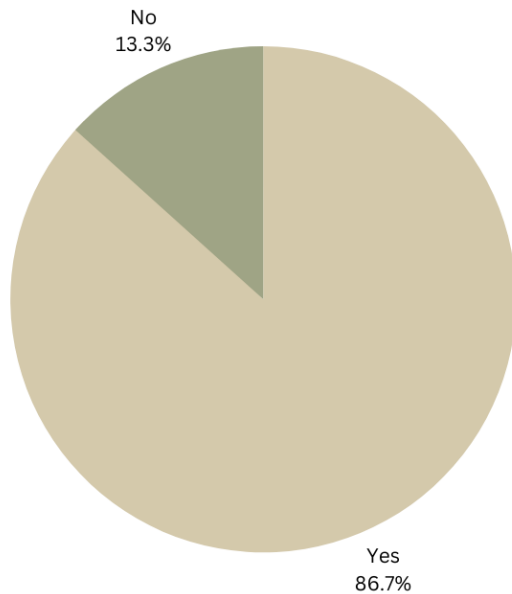


**Sitka** <sup>VISIT</sup>



# Downtown Merchant Survey

**Was this a successful summer season for your business?**

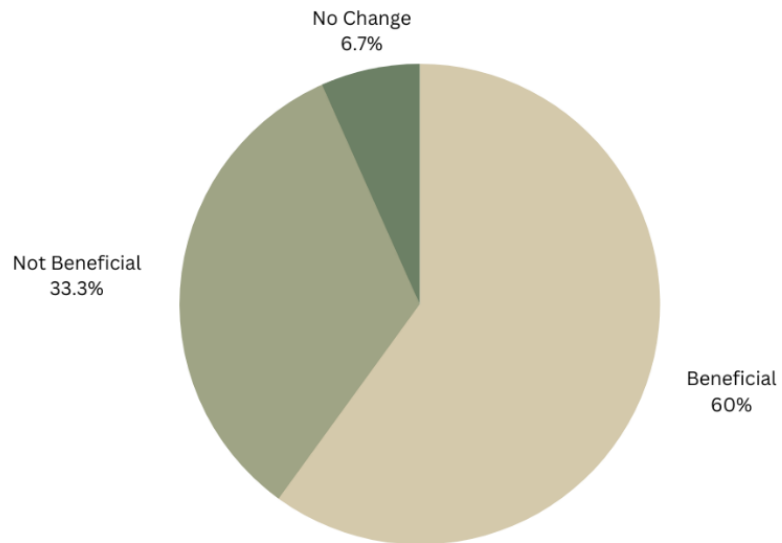


Conducted mid-September  
15 surveys received

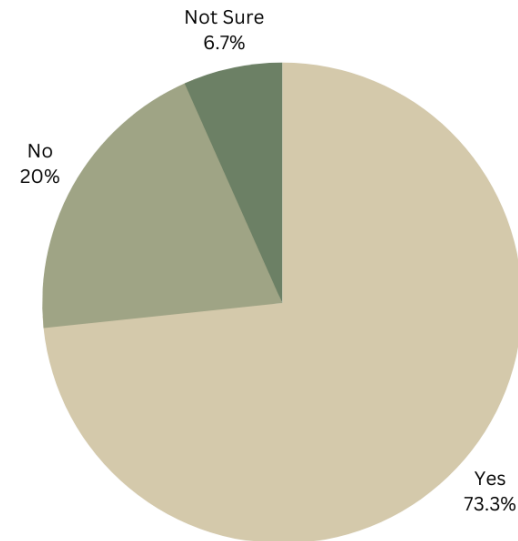
**Sitka** VISIT

# Downtown Merchant Survey

**How did the Lincoln Street Closures affect your business?**



**Do you support Lincoln Street Closures occurring on high cruise ship days in the future?**

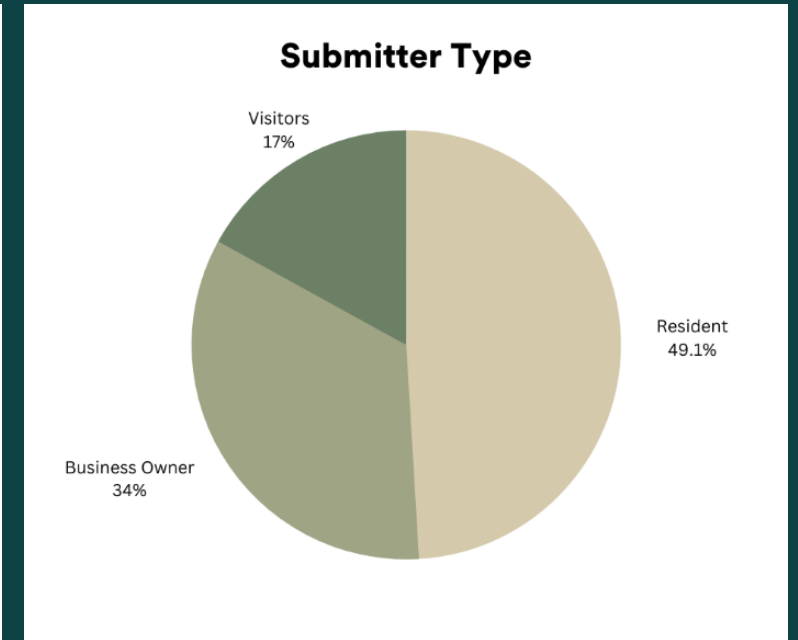
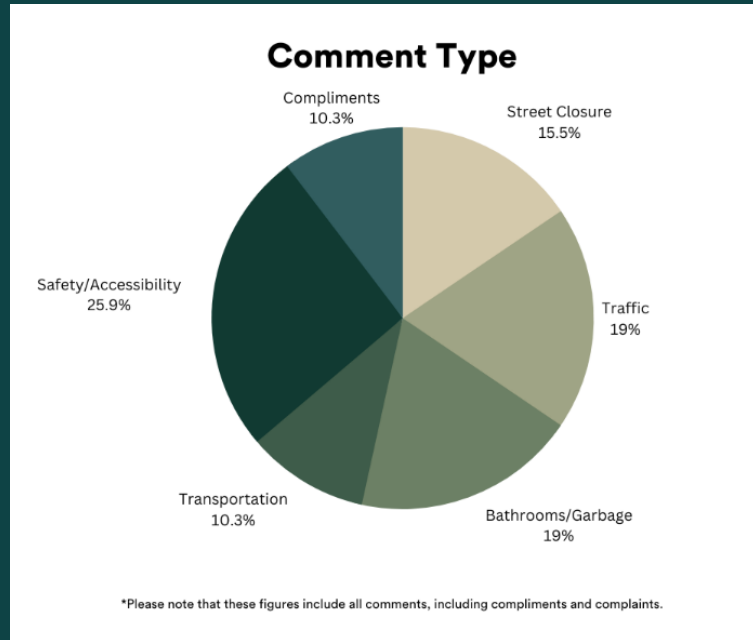




# Community Feedback Line

53 comments received

- Phone Line - 32%
- Email - 40%
- In-person - 28%





THE **1** GREATER **1** SITKA  
**chamber**  
OF COMMERCE

**Sitka** VISIT

104 Lake Street | (907) 747-8604

[director@sitkachamber.com](mailto:director@sitkachamber.com) | [tourism@visitsitka.org](mailto:tourism@visitsitka.org)

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